

The NATIONAL UNDERWRITER

Life Insurance Edition

*"Earnings beyond
my highest
expectations"*



ARNOLD NELSON

Clarksville, Tennessee, June 11, 1954

Mr. Francis J. O'Brien, Vice President
Franklin Life Insurance Company
Springfield, Illinois

Dear Mr. O'Brien:

I would like to express my happiness in my most enjoyable and lucrative connection with the Friendly Franklin.

It has enabled me to increase my earnings above and beyond my highest expectations in a relatively short time. Having had no previous life insurance experience prior to signing my Franklin contract 16 months ago, I am sure of making in excess of \$10,000 during the present calendar year. This seems like the answer to a small town country lad's fanciest dreams when I pause to remember my earnings as a \$3,000 a year Tennessee High School Teacher.

I realize that a great deal of my success is due to the Franklin Exclusives... the PPIP; the JISP; the GLA and the Home Protector. Also due a large share of credit for my modest attainments is the entire Franklin Family. They have been unfailingly co-operative and friendly in our business relations. I was advised by Manager Wilson Summar before I began carrying the Franklin colors that our Company was one of the most friendly and progressive life insurance companies in the nation. I not only wish to add my affirmative testimony to Wilson's but also would like to attest to the heart and soul of our Company... since I have seen the appearance of so many sales aids for the field man.

In closing I wish to re-emphasize my grateful thanks for the golden opportunity I have of serving my Community so well and at the same time of providing my wife and four children with the necessities and some of the extras incidental to a gracious pattern of living.

Cordially,

Arnold Nelson

An agent cannot long travel at a faster gait than the company he represents



The Friendly

FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

The largest legal reserve stock life insurance company in the U.S. devoted exclusively to the underwriting of Ordinary and Annuity plans

Over a Billion Six Hundred Million Dollars of Insurance in Force

FRIDAY, AUGUST 6, 1954

1954

These Life of Virginia Representatives Have Earned The 1954 Quality Award!

Life of Virginia congratulates its 1954 Quality Award Winners. By meeting the qualifications established by LIAMA and NALU these life underwriters have provided invaluable service to their policyholders, rewarded themselves, contributed to the advancement of their company and brought honor to the profession of life underwriting.

Claire Bachmann (Miss)	Harry Grundy, Jr.	Jack A. Parker
C. S. Bateson	Talmadge R. Hagler	Reaumur C. Preece
A. L. Chavis	Bernard L. Hardy	F. P. Redman
Frank G. Childress	Eston A. Harris	Abe Richman
James A. Coleman	Jed G. Harris	Billy Richman
Frank T. Cranor, Jr.	Robert W. Henry	William I. Rosenthal
Paul S. Culpepper	T. Braxton Horsley	Howard E. Smith
J. D. DeVilbiss	Lewis W. Hundley	Louis P. Stickley
Ferdinand J. Dunne	J. A. Jamison, Jr.	Frank L. Summers
W. E. Durham	W. C. Jones	Walton T. Taylor
Emory G. Fisher	R. L. Jordan	Beverly F. Warren
George H. Fletcher, Jr.	Albert E. Killian	Malcolm H. Webb, Jr.
James F. Floyd	Robert T. Marlin	Richard A. Wilkins
Aubrey M. Foltz	Carl A. Marsh	Daniel L. Williams
Nelson B. Freeman	Harry W. Meadows	W. P. Wootton
G. L. Gallion	E. Landon Meredith	George W. Wray
	Sam Montgomery	George R. Mackey, Jr.



THE LIFE Insurance Company OF VIRGINIA

RICHMOND • ESTABLISHED 1871

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The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

58th Year, No. 32

August 6, 1954

Insurers Win Nearly All Main Objectives in New Tax Measure

Many Less Important Recommendations Also Adopted, ALC-LIA Bulletin Notes

WASHINGTON—The new tax bill enacted by Congress embodies "almost all the major recommendations of the life insurance business in addition to many of the comparatively less important recommendations," according to a joint statement by American Life Convention and Life Insurance Assn. of America.

Among the significant changes of major importance to life insurance policyholders, annuitants, insurance companies, and their agency forces the ALC-LIA statement lists these:

A new life expectancy method of levying income taxes on annuity income, a provision for taxation of the interest element on life insurance proceeds paid in installments, elimination of taxes on the proceeds of business life insurance policies exchanged in partnership and officer-company relationships, and elimination of the "premium payment test" in determining ownership of a life insurance policy for estate tax purposes.

Still other important provisions of the law deal with pension and profit-sharing plans, granting group annuities the same capital gains tax treatment presently accorded pension trusts, providing for tax-free exchange of various types of life insurance policies, and exempting up to \$5,000 of amounts paid by employers as employee death benefits without previous existence of contracts for these benefits.

In preparation for these and a number of other provisions in the bill, ALC and LIA worked with the Treasury department, the joint committee on internal revenue taxation, the ways and means committee, and the Senate finance committee, submitting statements on the life insurance tax program regarding each provision. For the official record of congressional hearings, the associations presented a 45-page statement in addition to two shorter supplementary statements to the ways and means committee, and a 57-page statement to the Senate finance committee.

"As a result of these efforts, the bill as passed accepts almost all the major recommendations of the life insurance business in addition to many of the comparatively less important recommendations," the joint announcement states.

The 3% annuity rule, under which annuitants have previously paid tax on interest earnings far out of proportion to the actual income on these policies, was replaced by the life expectancy rule. This is a variation of the Canadian rule which the life insurance business has recommended in one form or

(CONTINUED ON PAGE 17)

LUTC Trustees 'Earnestly Hope' NALU Will Keep Headquarters in N. Y. City Area

Resumé Sent to NALU Board, National Council, Favors Continuing with NALU but Cites 'Powerful Reasons' for Considering Hook-up with American College or LIAMA

NEW YORK—Life Underwriter Training Council trustees unanimously believe that for LUTC and the field men it serves, the New York City area is the best place for its headquarters. Since LUTC shares headquarters space with National Assn. of Life Underwriters and would like to continue doing so, the LUTC trustees "earnestly hope" that NALU's board and national council members will elect to stay in the New York metropolitan area.

The LUTC trustees' statement, issued at their direction by Managing Director Loran E. Powell and sent to all NALU trustees and national council members, is friendly and informative. It is not argumentative nor in the nature of an ultimatum demanding that NALU stay in the New York area as the alternative to losing LUTC as a space-sharer.

Since LUTC voted to move to Washington with NALU after the NALU trustees voted in April 1953 to go to Washington, presumably LUTC would go along with a Washington decision. So the real question posed by the LUTC statement is whether the LUTC trustees would depart so far from their announced preference as move LUTC headquarters to Chicago in order to stick with NALU.

The resume gives no inkling of what LUTC's course would be if Chicago were to be the final choice of NALU for its permanent home. In fact, from the text of the resume the best guess seems to be that the LUTC trustees have not decided, even in their own minds, whether they would vote to follow NALU to Chicago or not. For despite their expert marshaling of factors favoring the keeping of headquarters of both organizations together in the New York City area the LUTC trustees have this to say about alternative locations:

"If there are substantial benefits to

be gained by NALU by moving its headquarters from a location where the association has functioned so successfully for the past 65 years, LUTC will give serious thought to making the sacrifices and unreimbursed expenditures necessary to maintain a joint headquarters. However, it is the view of the LUTC board that a decision to move from New York should be reached only after an objective and searching evaluation of the benefits of such a move has been made. We have honestly tried to face this question with one point of view, namely, what is best for LUTC and the field men we serve. The overwhelming weight of future benefits appear to favor the present headquarters location.

"We earnestly hope NALU's board and national council members will conclude that these same considerations apply and will elect to stay in the greater New York area."

After giving a five-point summary of the case for continuing to share headquarters space with NALU, the LUTC resume says that from time to time the suggestion has been raised that LUTC might be located with either the American College in Philadelphia or LIAMA at Hartford but that "the LUTC board does not feel that either of these alternatives offer as great benefit to LUTC, NALU or the life insurance industry as comes from joint headquarters with NALU."

However, the LUTC trustees point out that "powerful reasons can be advanced for exploring the alternatives."

"In the case of the American College, it might make a great deal of sense to have all institutional training under on roof," the resume continues. "This is the case in the banking industry and also in the property and cas-

(CONTINUED ON PAGE 12)

Introduce Bill to Provide Group A&H for U. S. Employees

Details of Measure Given Under Which Private Insurers Would Write Coverages

WASHINGTON—The administration bill for voluntary contributory prepayment group hospital, medical and health coverage of federal government civilian employees was introduced by Reed of Kansas, chairman of the House committee on postoffice and civil service.

The civil service commission said its draft bill followed weeks of discussion participated in by insurance industry representatives and others.

Under the proposal, federal departments and agencies would be responsible for making benefits of the program available to their employees and would contribute one-half of the premium cost, or \$1 bi-weekly, whichever is less.

All officers and employees of the executive, legislative and judicial branches of the federal government, also District of Columbia employees, would be eligible for the program, except certain persons the civil service commission may exclude. Such exclusions could be temporary employees, for example.

According to civil service commission memorandum, the commission could, if it deemed it advisable, negotiate with insurers the terms of contracts and plans best suited for employees in a given geographic area, or on a nation-wide basis or to meet other special requirements. It would act in this role only as a technical adviser and present its finding to the agencies for their consideration. It would further be authorized to prescribe standards and procedures for grouping employees in the various employing agencies, the types and ranges of benefits to be made available, and insurer performance and standard provisions for government contracts with insurers and plans. It would also prescribe regulations to give effect to the intent, purposes and provisions of the bill.

All appointive and elective officers and employees in the executive, judicial, and legislative branches of the United States government and the municipal government of the District of Columbia would come within the bill's scope. The commission may exclude employees on the basis of the nature and type of employment only after consultation with the employing agency concerned but no employee will be excluded solely on the basis of his hazardous occupation.

Each agency would be required to establish appropriate groups of employees, whether by geographical location, organizational component, employment category, or other factors which have a bearing on obtaining for them the most advantageous coverage from the point of view of their needs

(CONTINUED ON PAGE 18)

Late News Bulletins . . .

U. S. Employee Group Life Bill on Ike's Desk

WASHINGTON—The House has passed and sent to the president the administration's bill setting up a company-underwritten group life insurance program for federal civilian employees. While about eight companies at most would be eligible as direct insurers, there is provision for widespread distribution of coverage through reinsurance. While there is no provision for commissions to producers, the National Assn. of Life Underwriters went along with this on the ground that insistence on commission payments might cause the government to turn to self-insurance. There is a companion proposal to establish a program of contributory A & H insurance for federal employees but Congress is not expected to get around to passing it until next year.

Waldo Cheek Eying N. C. Governorship

Waldo C. Cheek, who resigned last year as North Carolina insurance commissioner to become president of Independent Life of Charlotte, has revealed he is considering seeking the Democratic nomination for governor of North Carolina in 1955. Mr. Cheek, who is 41, was appointed commissioner in 1949.

(Additional Late News on Page 20)

Hubbell Is Named as Next President by ALC Nominators

Hogg to Executive Unit,
E. C. Gill Also Gets Nod;
Formal Balloting at Annual

Frederick W. Hubbell, president of Equitable Life of Iowa, has been named the choice of the American Life Convention nominating committee for election as next president of that organization. He would succeed Ralph R. Lounsbury, president of Bankers National Life, who serves as ALC president until the close of the 1954 annual meeting at the Edgewater Beach hotel in Chicago, Oct. 5-8.

The nominating committee in its report to the member companies also made five recommendations for the executive committee. Nominated for three year terms on the committee are Ernest C. Gill, president Canada Life, and Robert L. Hogg, senior vice-president and advisory counsel, Equitable Society.

Mr. Hogg's nomination brings him back to familiar grounds, since he resigned last March 15 as executive vice-president and general counsel of the convention to accept the Equitable post after being with the convention since 1935.

Nominated to succeed themselves for three-year terms are: Powell B. McHaney, president General American Life, and H. P. Skoglund, president North American Life & Casualty.

Burke Baker, American General Life chairman, who is completing the second of two one year terms on the executive committee is the nominating group's choice for another one-year term to fill the vacancy which would be created if Mr. Hubbell becomes president. The ALC president is an ex-officio member of the executive committee and serves as chairman.

Formal balloting on the nominations for president and executive committee members is scheduled for the Oct. 6 executive session at the convention's annual gathering. According to the convention constitution, additional nominations may also be made from the floor in open meeting at the time of election.

Members of the nominating committee this year are: Chairman, Walter O. Menge, president Lincoln National Life; J. C. Higdon, president Business Men's Assurance; Laurence F. Lee, president of Occidental Life of North Carolina and of Peninsular Life; E. M. McConney, president Bankers Life of Iowa, and E. R. Richardson, president Western Life of Montana.

State Farm Elects 2 Vice-Presidents

Robert C. Perry and John D. Woolledge, Jr., of State Farm Life were recently elected vice-presidents, the former being named 1st vice-president.

1954 Unique Manual New, Enlarged, Ready

The most complete presentation of up-to-date insurance facts and figures available anywhere in book form, is offered in the new 1954 *Unique Manual of Life Insurance* recently published by The National Underwriter Co. With an extremely wide range of subjects, each treated comprehensively, this 56th annual edition provides in its 1,512 pages practically all the answers to any question about a life insurance company, its policies and its figures. All the significant facts concerning some 700 companies are treated in its large "National Underwriter Reports" section. Rates, values, dividends, options etc., shown in great detail for over 240 companies, together with a carefully classified analysis of the policy contract of each company, are also provided in this all-inclusive volume.

Not since 1948, the year when most companies adopted the CSO mortality table have so many changes been made in premium rates, dividends and underwriting practices, nor have so many new plans been offered. A great many important changes, which have been made since publication of the smaller reference books that came out earlier in the year, are also reflected in the new enlarged *Unique Manual*.

A total of 973 pages are devoted to the latest policy provisions, rates, values, dividends and settlement options of each company, all presented in an easy-to-use, standardized arrangement, with many important sub-sections covering special subjects. This initial section, alone, provides much more rate, value and cost data than any other life insurance reference book published. The details concerning juvenile insurance, single premium rates, immediate annuities, industrial policies—also reserve figures and settlement option incomes on both current and former policy issues are all thoroughly treated in this section. An additional list of policy forms, with illustrative rates and explanations, for some 10,000 additional policies is given prominence in the center of this large volume.

It is in the company reports section, however, where the *Unique Manual* reveals its greatest growth. Not only has the number of companies been increased, but the information about each company has been enlarged. Also, new pages have been added giving brief information about some 175 additional companies.

Here are the important facts of the company's corporate history, its reinsurances, if any, the development of its capital, its dividends to stockholders and policyholders, its agency organization, its officers, retirement plans for its agents, what it writes and where it operates. Here also are presented its "Statistics by Years", illustrating the growth of the company and other significant factors in its development and current position. An analysis of its business in force and a detailed showing of its reserves at various interest rates precedes an extremely thorough and revealing synopsis of its latest annual statement. The statement figures shown include such items as an analysis of its assets, a detailed summary of its operations, the derivation of its surplus, its gains from operations and many other significant items.

Following the statement figures is a paragraph devoted to its "Bonds,"

(CONTINUED ON PAGE 15)

New Republic Nat'l Office, Changes

Republic National Life has opened its 38th branch office in Port Arthur, Tex., appointed a new manager in Decatur, Ill., and named two assistant



Edward Leonardelli



W. Jennings King, Jr.

managers, in the Wynnewood agency at Dallas, and in Houston.

W. Jennings King Jr., has been selected to manage the new Port Arthur agency, to serve the Port Arthur, Beaumont and Orange area. Mr. King has been in the life insurance business four years. With him in the new office will be Carl H. Domaschk and Clifford R. Sinclair as Port Arthur representatives and E. H. Mapps, Beaumont. Offices of the new agency are in 527 Adams building.

Edward Leonardelli, new manager at Decatur, began in life insurance in 1942 as a personal producer and has



Tom Bragg



Tony Bommarito

done supervisory work. The Decatur branch is part of the Mid-West regional office, headed by Larry Cardwell, regional director of agencies.

Tom Bragg is the new assistant manager of the Wynnewood agency, which won the company's President's Appreciation Trophy as leading agency in June. Tony Bommarito now holds a like post in Houston.

Plan Continental Stock Split

The directors of Continental Casualty and of Continental Assurance have ordered meetings of shareholders of the respective companies be called for Sept. 20, 1954, to vote on their recommendations that the shares of each company be split two for one by doubling the number of authorized shares and reducing the par value of each share from \$10 to \$5.

Subject to approval by shareholders of charter amendments to accomplish these splits, directors of Continental Assurance, declared an extra dividend at the rate of one new share of Continental Assurance for every 100 shares of new Continental Casualty held, deliverable on or about Oct. 15 to shareholders of record Oct. 7, 1954:

The directors of the respective companies also declared the regular quarterly dividends of 65¢ per share on the present shares of Continental Casualty, payable Sept. 1 to holders of record Aug. 18, and 50¢ per share on the present shares of Continental Assurance, payable Sept. 30 to holders of record Sept. 16, 1954.

Name 12-Man Joint Committee of NALU and Mutual Funds

Will Develop Program to Improve Understanding Of Each Other's Services

NEW YORK—A 12-man joint committee representing the life insurance field forces and the investment companies in the mutual funds business has been appointed by National Assn. of Life Underwriters and National Assn. of Investment Companies.

The six representatives from each organization will, according to a joint statement of the two organizations, "study areas of mutual interest and concern and will develop a program designed to increase mutual understanding of the operations, objectives and services of each business."

It was decided that the joint committee should, at the outset, consist only of representatives of NALU and the investment companies but that in the early stages of cooperation formal consultation with life company representatives might be desirable.

Appointment of the committee was decided upon at a luncheon conference at Boston July 28 attended by representatives of each business and by guests from various life company home offices in New England, arranged on a cooperative basis by leaders of both businesses.

The conference, in turn, was arranged in an effort to take some of the competitive heat out of the relations between the life insurance field forces and the sales forces of some of the mutual funds.

Representing NALU on the committee are Benjamin D. Salinger, general agent for Mutual Benefit Life in New York City and president of the New York State Assn. of Life Underwriters; David B. Flugelman, general agent of Connecticut Mutual in New York City, immediate past president of NALU and chairman of the NALU group insurance committee; Lester O. Schriver, managing director of NALU; Merle G. Summers, general agent of New England Mutual at Boston; Stanley J. Lonsdale, Bridgeport, Conn.; William D. Davidson, Equitable Society, Chicago, chairman of the NALU committee on public information; and Wilfred E. Jones, ex-officio as NALU director of public relations.

Representing the investment companies association are Dorsey Richardson, vice-president of Lehman Corp., who is chairman of National Assn. of Investment Companies; Harold K. Bradford, president of Investors Mutual, Inc., of Minneapolis; Robert E. Clark, vice-president Calvin Bullock Co., New York City; Morris M. Townsend, vice-president Axe-Houghton Funds, Tarrytown, N. Y.; Henry T. Vance, partner in Vance, Sanders & Co. in Boston; Charles M. Werly, trustee of George Putnam Fund of Boston; and Edward B. Burr, ex-officio as director of public information of the National Assn. of Investment Companies.

At the Boston conference NALU was represented, in addition to Messrs. Salinger, Flugelman, Schriver and

(CONTINUED ON PAGE 15)

C.L.U. Society Nominators Choose Cooper for President

Also Name Neitlich,
Krueger, Traylor, Floyd;
Terms Begin in Oct.

The nominating committee of American Society of Chartered Life Underwriters has made the following selection for offices of the society which are to be filled by election for the administrative year beginning Oct. 1, 1954.



Frank Cooper

Frank Cooper, Southwestern Life, Fort Worth, is the choice for president; George Neitlich, manager Metropolitan Life, Everett, Mass., 1st vice-president; Harry Krueger, general agent Northwestern Mutual Life, New York City, 2nd vice-president; Fitzhugh Traylor, manager Equitable Society, Indianapolis, secretary and Frederick W. Floyd, manager, Life of Virginia, Philadelphia, treasurer.

New directors for regions A, B, C, D and E in that order would be Franklin F. Pierce, general agent Mutual Benefit Life, Springfield, Mass.; Sid Ma-rean, broker, Cincinnati; Laurie F. Pratt, Jr., Penn Mutual Life, Knoxville; Jack C. Windsor, manager Connecticut General Life, Milwaukee, and Robert L. Woods, general agent Massachusetts Mutual Life, Los Angeles. There are also five holdover directors.

Mr. Cooper began in life insurance with Southwestern Life at Dallas in the home office. A year later he was appointed home office conservation representative in east Texas and in 1937 became assistant branch manager in Fort Worth. He was appointed general agent for the company in 1943.

Mr. Cooper is past president of Fort Worth Assn. of Life Underwriters, Fort Worth General Managers Club, and Fort Worth CLU chapter. He is past chairman of the committee on cooperation with the attorneys, accountants and trust officers of the Texas Assn. of Life Underwriters and a past chairman of Trust Council of Fort Worth. Also, Mr. Cooper has been director of American Society of CLU, 2nd vice-president and vice-president of the society and also was chairman of the society's query board.

La. Legislation Affects Industrial Insurers

BATON ROUGE—In addition to the prominently publicized changes made in the Louisiana law governing A&H and hospitalization policies, there are several amendments of life insurance interest covered in the digest of the new legislation issued by Commissioner Martin. One amends the code to allow industrial insurers meeting the financial requirements of legal reserve companies to write policies on a single life in an amount not to exceed \$2,500 and up to \$1,250 for a burial policy. Another amendment provides a plan of conversion for mutual companies which would require the main-

tenance of a 75% reserve on funeral policies prior to conversion and the full 100% reserve after conversion.

Other legislation amends the law to provide that the Louisiana Sheriffs' Assn. shall contract for group life and A&H coverage for sheriffs and deputies with insurers licensed in the state, through licensed agents, with agents receiving the "full usual" commission costs to be paid from the sheriffs' salary fund; and defines and enumerates "public bodies" as used in section 821 of title 42 of the revised statutes, which already authorizes such bodies to make contracts insuring lives of employees under group policies.

MacArthur Month Drive Nets 23% Gain

Final reports on Central Standard Life's MacArthur month campaign show a 23% gain in the life volume over last year and more than double the monthly average for a previous five month period. New life sales for the first half of 1954 are 12% ahead of the same period last year. A new record in daily production—more than \$1 million of ordinary—was set on June 21, the

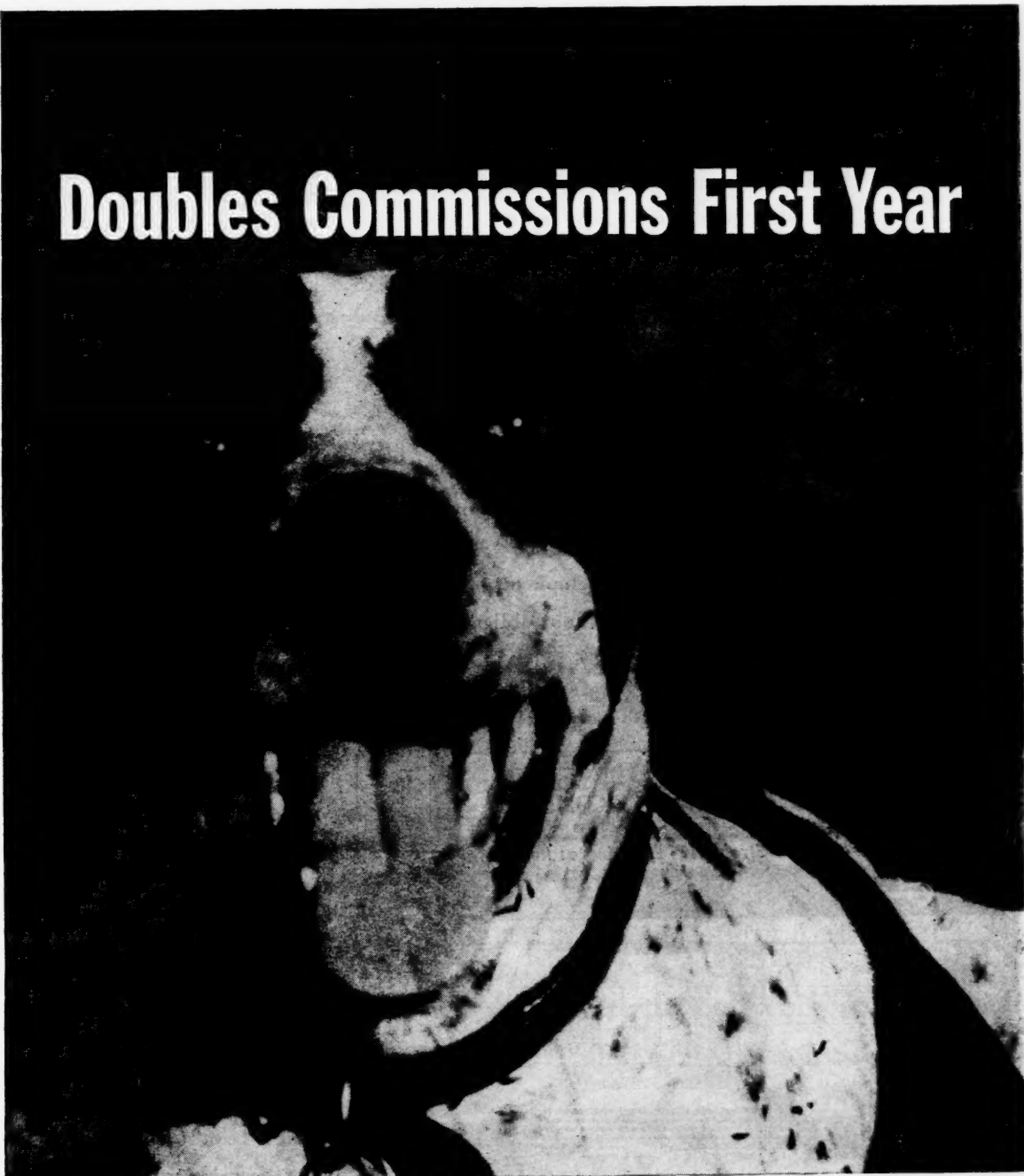
day following Chairman Alfred MacArthur's birthday.

This year's campaign, the company's 25th MacArthur month, featured a gold rush theme with "prospectors" submitting "nuggets" with each application to the company's "assay office."

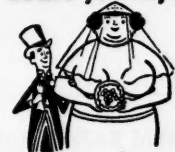
Start Public Fidelity Life

Public Fidelity Life Insurance Company has been organized in Delaware with a capital of \$100,000. Principal office is 927 Market street, Wilmington, which is the office of Corporation Guarantee & Trust Co.

Doubles Commissions First Year



Yours for Life



and Casualty, too

You increase your chances in Life—and Casualty, too—when you run with a friendly pack. At Union, even the "top dogs" are friendly and informal. Old dogs, and new dogs, we're all one family with that puppy-like pep and vigor. If you're on the scent of greater commissions, hunt up pack leader Roy A. Foan.

Roy A. Foan, Vice President and Director of Agencies

A network of General Agencies throughout Union's 16 states is presently in formation. A few choice territories are still available.

**UNION CASUALTY AND
LIFE INSURANCE COMPANY**

17 East Prospect Avenue, Mount Vernon, New York



"People must feel before they see . . . when this happens they are aroused to action"

WASHINGTON'S significant words strike home to the man who feels and as a consequence sees . . . now is the time to act, in order to provide himself a profitable future. We have opportunities in the rich region west of the Mississippi for the type of man geared to general agent capacity. Information about yourself will be held in strictest confidence.

National Reserve's present one hundred and fifty-five million dollar organization is moving ahead in a tremendous expansion development. Send now for detailed information without obligation.

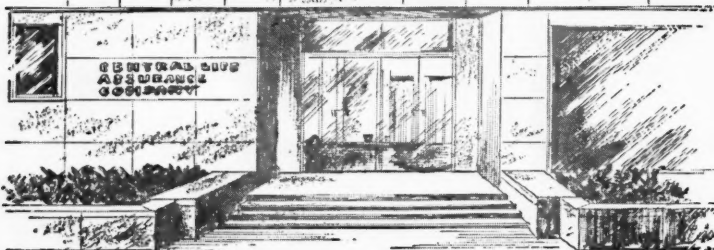
Write W. E. Moore, Agcy. V.P., Agcy. Hq., Topeka
S. H. Witmer, Chm. of the Board. H. O. Chapman, Pres.



**NATIONAL RESERVE
LIFE INSURANCE COMPANY**

TOPEKA • • • SIOUX FALLS

Strong as the Strongest - Enduring as Rushmore



New home for a growing company

Efficient management plus carefully chosen and trained personnel have combined to maintain the sound and consistent growth of Central Life over the last 58 years.

As a result, one of the most modern office buildings in the midwest is now under construction and will soon house the company which has established this enviable record.

"Where QUALITY is the Keynote"

Central Life offers ambitious Life Underwriters and General Agency minded men . . .
A STRONG COMPANY
GENEROUS COMPENSATION
EFFECTIVE TRAINING
EXCELLENT TERRITORY



CENTRAL LIFE ASSURANCE COMPANY • Des Moines 6, Iowa

15 Years for Broker for Balking Probe of Welfare Funds

Evaded N. Y. Investigators' Questions on Tapped Phone Discussions with Racketeers

NEW YORK—Louis B. Saperstein, Newark insurance broker, was sentenced to a maximum term of five years in jail on five counts of criminal contempt of court in general sessions court here for refusing to cooperate with the grand jury's investigation into union welfare funds racketeering. Judge A. Mullen observed that Mr. Saperstein refused to cooperate "possibly out of a misguided sense of loyalty or out of fear."

Assistant District Attorney Alfred J. Scotti, who prosecuted the case, referred to Mr. Saperstein as "the front for the mob that has invaded certain labor unions" and as "the tool of the underworld."

"The crimes for which the grand jury is seeking evidence have most serious, disturbing consequences that affect the welfare of thousands and thousands of hard working, decent, law-abiding members of labor unions," said Mr. Scotti, who is chief of the rackets squad. "We must make men like Saperstein fear the law much more than they fear the underworld."

Mr. Saperstein was sentenced to one year on each of the counts, the terms to run consecutively.

Mr. Scotti said at the trial that Mr. Saperstein, by refusing to answer questions, was acting as front man for George Scalise and Augie Pisano in the labor union welfare racket.

The specific evasions of which Mr. Saperstein was accused occurred when he was asked whether he took part in five tapped telephone conversations involving him and Scalise in November, 1952.

According to Mr. Scotti, if Mr. Saperstein had answered unequivocally, indictments would have been forthcoming against Scalise and Pisano, among others.

Calling for changes in the law to prevent abuse of union welfare funds, Judge Mullen said that "there ought to be thrown around these funds just as much protection as is thrown around the money of some little rich boy who has more money than he knows what to do with."

The investigation of welfare fund racketeering and that of the New York harness racing scandals was set off by the murder of Thomas F. Lewis, president of Local 32-E of the AFL Building Service Employees International Union and head of the insurance agency that handled his union's welfare fund.

The investigators were delving into the milking of union welfare funds effected by high fees paid for managing

the funds and kicked-back commissions from brokers placing the insurance coverages.



HONORED

Abram L. Geller, Houston, Texas—Life Member, Million Dollar Round Table, and 3 times Pacific Mutual National Production Champion and Big Tree Club President, says—

"In the Pacific Mutual tradition, personal achievement is greatly dignified. When I first earned the Big Tree Club Presidency in 1933, I was honored in tangible ways that permanently enhanced my prestige. Ten years later, my second Championship again brought lasting recognitions that helped shape the pattern for still another 'First' in 1953, my 25th Pacific Mutual year."

Pacific Mutual
LIFE INSURANCE COMPANY

HOME OFFICE: LOS ANGELES, CALIF.

GIANT OF THE PACIFIC

1868

LIFE—ACCIDENT & HEALTH
RETIREMENT PLANS—GROUP

**LONG TERM BANK LOANS
ARRANGED ON VESTED
RENEWAL CONTRACTS**

U. C. & G. C. serves the financial needs of those engaged in the Life Insurance Business. Your tax problems may be simplified and savings effected. Correspondence invited.

UNDERWRITERS CREDIT & GUARANTY CORPORATION

405 Montgomery Street, San Francisco 4, California

**LIFE AGENTS
GENERAL AGENTS
AND BROKERS**

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Harrison Retires; Franklin Promotes Striebeck, Dobbs

B. G. Harrison, vice-president and treasurer of Franklin Life, has retired after 30 years with the company, because of ill health. He will continue as a director. Lewis E. Striebeck has been named treasurer and Hoyt M. Dobbs, Jr., assistant vice-president in the investment department.

Before joining Franklin in 1936, Mr. Striebeck was with the Ernst & Ernst accounting firm, serving in San Antonio, and later was assistant state auditor of Texas. He was advanced to comptroller of Franklin in 1952 and made a director last year.

Mr. Dobbs from 1933 to 1942 was with the mortgage loan and invest-



B. G. Harrison



Lewis E. Striebeck



Hoyt M. Dobbs, Jr.

ment department of Prudential. Following naval service he was with S. H. Kress & Co., appraising, buying and leasing properties. He went with Franklin's investment department in 1948 and the following year was advanced to assistant treasurer.

Larson Goes with B.A.R.E. as Associate Actuary

Benefit Assn. of Railway Employees has appointed Robert E. Larson associate actuary.

A fellow of Society of Actuaries, Mr. Larson for six years has been a professor of actuarial science at the University of Wisconsin. Before that he was with Bankers Life of Iowa and Aetna Life. He is the author of two books, one on insured pension and welfare plans and the other "Life Insurance Mathematics". The latter is used as a text in many colleges.

Northwestern National Life Ups Peterson

Duane C. Peterson, a member of Northwestern National Life's group department since 1949, has been appointed regional group manager at Nashville, Tenn., covering Tennessee and Kentucky.

He joined Northwestern National in 1949 and became home office group representative at Kansas City in 1951. He was transferred to Chicago that same year, returning to the home office in 1952 as group representative.

New Rates Are Introduced

American General Life has lowered rates for its single premium life policy and has new rates for its immediate and deferred annuities.

Hawkeye Security of Des Moines has been licensed in New Jersey.

LIBERAL BENEFITS FOR OWN EMPLOYEES

John Hancock Improves Group, Pension Plans

The newly revised plan of group and pension benefits announced by John Hancock for its employees has been described by the company as "one of the most liberal in the insurance or any other industry."

It calls for reimbursement of certain major medical expenses, improvements in hospital and surgical benefits, increased allowances for employees totally and permanently disabled and a provision for full vesting of company pension contributions after 10 years' service. All the revisions are to be made without additional contributions by employees.

The major medical plan is added to the present group insurance program providing benefits equal to 75% of the necessary and reasonable expenses incurred for covered medical aid in excess of the first \$100 of expenses during each period of disability. The plan is available to covered active employees before retirement and their dependents.

Hospital and surgical benefits are improved to provide for active employees not now retired and their dependents surgical operation benefits to \$275, surgical benefits for dependent children equal to those of adults and hospital, surgical and major medical for newly born children.

Allowances for total and permanent disability, which have not been a part of the group plan but which were voted on independently in each instance, have now been changed to reduce eligibility requirements from 15 to 10 years service with the company and monthly allowances increased from \$50 to \$100.

The vesting provision under the pension plan is changed to provide that company contributions are fully vested after an employee has completed 10 years with the company, contingent upon the employee's leaving his own contributions in the plan after termination of employment.

The company last revised its security program in February, 1953, and since

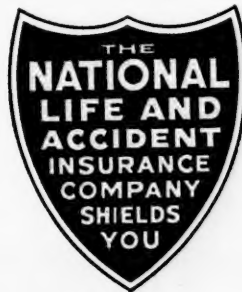
then has increased the accidental death and dismemberment benefits without additional contribution so they now equal the group life benefits. With the new provisions, after all approval formalities have been completed, benefits will be granted retroactive to July 1.

Segal Opens Regional Offices in Chicago

Mid-west regional offices have been opened in Chicago by Martin E. Segal & Co., of New York, national consultants on group health insurance and pension programs.

The office, which will be under the direction of Edward W. Russell, Jr., will be at 540 North Michigan avenue.

Mr. Russell entered insurance in 1934 with Equitable Society and spent six years with its group department in New York and New England. In 1940 he joined John Hancock's group department. He was successively home office representative, service supervisor in charge of the mid-west area, special assistant to the vice-president in charge of underwriting and administration and Pacific northwest supervisor.



NOW 16th...

The ranking of companies published recently by The National Underwriter shows this Company moved up one place during 1953 to become the 16th largest, based on total life insurance in force.

As a matter of fact... we were the only company among the top thirty in the United States to improve its ranking last year.

Not bad going, is it?

THE NATIONAL LIFE and Accident Insurance Company

Nashville, Tenn.

Edwin W. Craig
Chairman

Eldon Stevenson, Jr.
President

A BILLION

OR MORE*

IN '54

California-Western States Life Insurance Company

HOME OFFICE: SACRAMENTO

* INSURANCE IN FORCE

No. 5 in a series of
father-son combinations
in the
Modern Woodmen
Agency Force.



OLIVER GWALTNEY

District Manager Oliver Gwaltney, Gordonsville, Tenn., has been a consistent producer of good quality business since becoming associated with the Modern Woodmen Agency force in 1932. He has held membership in the Society's top production clubs for the past 14 years and is maintaining that same pace for 1954. His success and high regard for the Modern Woodmen Agency program, caused his son "Bill" to choose a similar career with this Society.

THE GWALTNEYS OF TENNESSEE



WM. I. GWALTNEY

"Bill" Gwaltney, Greeneville, Tenn., became a District Manager in 1951, following a "prepping" period under the capable tutelage of his father. That he is fast becoming the second competent life underwriter in the Gwaltney family is shown by his new business volume for the past three years. A keen student of life insurance, Bill has an exceptional record in fitting the contract to the client's needs. His work in the juvenile field has been particularly outstanding. *

Insurance Research Fund Awards \$878,000 for Studying Hearts

Life Insurance Medical Research Fund has awarded \$878,000 in grants and fellowships to be devoted to heart disease research. The new awards bring to \$6.3 million the total of the fund's contributions in the field since its organization in 1945.

The allocations include \$734,000 as grants-in-aid for 54 research programs and \$144,000 to support 38 fellowships for research trainees. Studies under the grants will be conducted in 47 institutions, in 24 states. The District of Columbia, Canada, and Denmark.

The grants will enable scientists to study causes of heart failure, high blood pressure, surgery of the heart and blood vessels, virus infections of the heart, hardening of the arteries, obesity and other specialized research. As in the past, findings will be reported in scientific journals for the widest possible distribution to other researchers and physicians.

In announcing the grants and fellowships, Dr. Francis R. Dieuaide, scientific director of the fund, said heart disease research in the past few years has produced most encouraging results. Many promising new leads have been discovered, justifying confidence that the great problem of controlling heart disease and circulatory ailments will be solved.

Prudential Raises Knight

Prudential has promoted Thomas J. Knight to production manager in the mid-Atlantic mortgage loan office at Philadelphia. He joined the company in 1925 in the home office and in 1931 became cashier at Philadelphia. He had experience at Washington, Richmond and Baltimore before returning to Philadelphia as supervising appraiser last year.

The mid-Atlantic office supervises mortgage loan activities in Philadelphia, central and southeastern Pennsylvania, southern New Jersey, Delaware, Maryland and District of Columbia.

Reinsures Davy Crockett Mutual

Davy Crockett Mutual Life of Crockett, Tex., has been reinsured by American Empire Life of Austin. Davy Crockett at the end of 1953 had \$1,832,000 of insurance in force.

Ackerman in Tribute to David McCahan as a Great Educator

The following was written by Laurence J. Ackerman, dean of the school of business administration of University of Connecticut, a long-time friend and admirer of the late David McCahan, president of the American College, professor of insurance at University of Pennsylvania, and holder of many other insurance honors:

The institution of life insurance has lost one of its greatest servants and contributors in the death of Dr. David McCahan. Much will be written about his conversion of the CLU idea into a thriving educational force which has done so much to raise the field of life insurance selling into a dignified profession; his vast and pioneering effort to supply the hungry demands of American universities for insurance teachers; his editorial leadership in the production of professional insurance literature; his devotion to his fellow teachers of insurance; his inspirational guidance of the student neophytes who sat at his feet in the Logan hall days.

But all of this is only a partial measure of the man. Few people love their field of endeavor. Dave McCahan had a deep and exciting devotion to life insurance and to its teaching. He was always exploring new frontiers, appraising the program of the business, and prodding it to new levels of achievement and progress.

Love the institution he did, but he never allowed himself to become enamored of the rouge and fingernail polish of phrase-making which sometimes poses as a substitute for growth and increased public service. Few people in the field of life insurance had the warehouse of vital information which Dr. McCahan had collected. It was always a matter of utter amazement and complete respect to watch him resolve the hopeless dilemma, the volcanic argument, with a reference to some pertinent data drawn from the full spectrum of knowledge. His knowledge was co-extensive with the exercise of critical reason and with a passionate concern for intellectual rectitude and clarity.

Even more important was his organizational skill, not only for masses of information, but also in the management of men. It was a rare gift. He was always willing to stick his neck out for a principle. Courage in business is virtually a lost characteristic. Dave McCahan had plenty of this quality.

One will never know the persuasiveness of his influence on the minds of insurance leaders and teachers. The friendly, significant conversations and discussions in his office, at meetings, undoubtedly have had repercussions of a personal and institutional nature beyond any measurable rule. His students bear the mark of McCahan in their manner, if not on their brow. To be one of his students is to be noted for an intensity about ideas and for a keenness and persistency in logical analysis which often transcends the bounds of social discretion.

Like Socrates, he taught that the realization of one's ignorance was the beginning of one's wisdom. The heroic proportions of this great leader will not soon be replaced.

• New York Life, which lent money to build the Rhode Island plaza apartment house project in Washington, D. C., will assign its mortgage to FHA, which insured it. The project has failed due to lack of tenants renting on an inter-racial basis.

(Est. 1883)

POLIO PROTECTION

MODERN WOODMEN OF AMERICA

ROCK ISLAND, ILLINOIS
Assets exceed \$182,000,000

Overall 7-Month Gain for Occidental, Cal.

Occidental Life of California showed a gain of \$196,857,798 of business in force for the first six months of 1954 to bring the company's total insurance in force to \$4,799,284,818 on June 30, 1954, President Horace W. Brower announced.

The net gain in ordinary life in force over the Dec. 31, 1953, figure was \$178,674,687, while group in force increased \$18,183,111 over the year-end figure. Ordinary business in force on June 30, 1954, was \$349,713,188 greater than the total reported at June 30, 1953, an increase of 14%. Comparable group in force figures show a gain of 7% or \$127,280,673. Ordinary in force now totals \$2,846,247,064, while group in force is \$1,933,037,754.

New ordinary paid business the first six months of 1954 was \$327,091,749, and new group paid was \$124,077,442.

Both ordinary and group A&H business showed substantial gains, with group A&H premiums up 10% over last year at this time. Ordinary premiums received increased 7% and now total \$2,247,319. Total A&H premium received to June 30 of this year were \$27,424,623, up 10% over the 1953 mid-year total of \$24,898,796.

Continental Western Life Is Formulated

Western American Life has been dissolved and a new company, Continental Western Life of Reno, Nev., has been formed with officers and directors as follows: Sterling Holloway, president and director; Guy A. Perkins, executive vice-president and director; William J. Zinn, secretary-treasurer

and director; D. D. Beasley, vice-president and director; Fred Wiedemann, director; and Ona W. Moore and Richard A. Anderson, assistant secretary-treasurers.

Western American was founded Nov. 10, 1944, and insurance in force in 1953 totaled \$4,791,922. Continental Western is licensed in Nevada, Utah and Washington with license pending in Idaho, Colorado and Arizona.

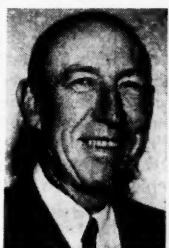
Pacific National's Head Notes 25th Anniversary

Officers and members of the board of Pacific National Life honored Ray H. Peterson, president, on his 25th anniversary with the company. J. L. Firmage, senior vice-president and one of the incorporating directors, and Mrs. Firmage were hosts at a banquet for Mr. Peterson at the Salt Lake City Country Club July 27th.

Mr. Peterson joined the company July 1, 1929, just six months after it started in business, as office manager. In 1942 he was elected vice-president and director and in 1946 president.

During the eight years that Mr. Peterson has been president, the company has more than doubled its insurance in force and its assets; expanded its territory of operation to include 10 western states and Hawaii; and at present is adding the first of two wings to the home office building, as part of a long range expansion program.

At the banquet, Mr. Peterson was presented with a 25-year service pin by Mr. Firmage.



Ray H. Peterson

Mutual Benefit Life New Limit \$400,000

Mutual Benefit Life has increased its insurance limits from \$300,000 to \$400,000 for the standard classifications. The \$400,000 limit applies to ages 29 to 45 who are insurable on a standard basis; however, not more than \$300,000 may be issued to one person within a 12 month period.

The limits for substandard insurance have also been increased. The limit for special class A insurance has been increased to \$200,000 from the previous limit of \$110,000. The limits for special classes B, C and D have been increased to \$150,000, \$100,000 and \$50,000 from the previous limits of \$70,000, \$50,000 and \$30,000, respectively.

The limits for higher and lower ages at issue have also been increased. The new limits for standard insurance are the maximum amounts, including all existing insurance in force with the Mutual Benefit Life, that will be issued on any one life. Term policies and the initial amount at risk under policies with the family protection rider will be limited to one-half the standard limits.

Farmers & Traders to Build

Farmers & Traders Life has announced tentative plans for erecting an air-conditioned building in Syracuse, N. Y. It would be at Oswego and Erie boulevards. Confirmation by directors is expected at the September meeting.

W. B. Foster Gets Higher Status

Warren B. Foster, Connecticut General Life group representative at Richmond, Va., has been promoted to district group manager there.

Travelers Announces 13 Field Appointments

Travelers has made several field changes including the appointment of six group supervisors, Charles E. Stowell and John H. Sutton at Detroit; Wilfred G. Perry and Frederick J. Volkommer at the John street New York City office; Alfred E. Pinard at Montreal; and Philip S. Parsons at Buffalo.

Field supervisor appointments are Carl J. Adams at Little Rock; Schuyler L. Gilbert at Hartford; Donald E. Clough, Manchester, N. H.; Louis E. Hubbard, Richmond, Va.; Jeriel C. Moon, St. Paul; and Terence O. Clark, Jr., Seattle.

Carlton M. Conarro has been appointed agency service representative at Atlanta.

Mass. Mutual Names Carl Tagge in Chicago

Carl F. Tagge has been named assistant general agent of the Earl C. Jordan agency of Massachusetts Mutual Life, Chicago. He replaces Co-general Agent William J. Nelson, Jr., whose appointment as general agent at Milwaukee was reported in the July 23 issue. Mr. Tagge began in insurance with Aetna Life in Chicago in 1947, becoming agency supervisor in 1948 and subsequently assistant general agent. A graduate of Illinois University, he is an army air force veteran.

New Western Farm Bureau Issue

Western Farm Bureau Life of Denver has brought out a new "home and family protector policy". This is reducing insurance over a 20-year period with death benefit payable either in a lump sum or as monthly income.



INTER-OCEAN

INSURANCE COMPANY

CINCINNATI 2, OHIO

COMMERCIAL • WEEKLY PREMIUM • ORDINARY • GROUP

for

**COMPLETE
COVERAGE**

**here's a word
to the wise**

Inter-Ocean—a word with intimate meaning for hundreds of successful agents and thousands of secure policy owners. Wise agents and wise prospects both recognize the need for the complete personal protection which Inter-Ocean provides: Life . . . Hospital . . . Medical and Surgical Expense . . . Income Protection.

Ever since 1903, Inter-Ocean has offered complete personal protection based on modern ideas.

EARN MORE IN '54



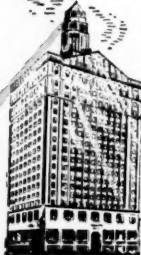
Chartered

LIFE UNDERWRITER

study courses will soon be organized in many cities and towns. The Company recommends that its associates enroll and participate actively in such local study courses.

The Company is proud of its 48 field and home office associates who have qualified for the CLU designation, and of its many representatives now completing CLU studies. The Company has long endorsed and supported the CLU movement. It contributes to the Cooperative Fund and includes CLU studies as an integral part of its training program. It presents engraved CLU keys to graduating candidates and pays their expenses to attend conferment exercises.

KEYED FOR
CAREER LIFE
UNDERWRITERS



FOUNDED IN 1867
IN DES MOINES

EQUITABLE LIFE

INSURANCE COMPANY OF IOWA

ANICO representatives are
Anico's best advertisements

LOUIS A. SCHREPEL, General Agent, Oakland, Calif.

Starting as an ANICO representative in 1937 with the Salt Lake Agency, Louis Schrepel rose to management level in a short time. In 1941 he was appointed manager of the San Francisco Agency and his record was so outstanding that he was selected to launch a new ANICO Agency in Oakland, Cal., in 1950. Within a year Mr. Schrepel brought the Oakland Agency to prominence through production and has continuously maintained recognition as one of ANICO'S leading producers.

You can grow with ANICO

- ★ A working contract that permits outstanding earnings.
- ★ Policies that stand out in value against any competition.
- ★ A management philosophy that is based on the axiom that a company succeeds only when its agency force succeeds.
- ★ The most modern and effective selling aid program that can be devised.

Over 2 2/3 billions
of life insurance
in force

For information without obligation
address "Executive Vice-President"

AMERICAN NATIONAL

Insurance Company

W. L. MOODY, JR., PRESIDENT

GALVESTON, TEXAS

Lincoln Nat'l Names Bass General Agent

William T. Bass has been appointed general agent of a new office in Lafayette, La., for Lincoln National Life, with headquarters at 202 West Vermillion street. Known as the Wm. T. Bass agency, it will represent the company in 13 southwestern Louisiana parishes comprising the Evangeline country.



William T. Bass

Mr. Bass has had eight years' experience in life insurance, seven of which have been devoted largely to agency supervisory management and development work. A year after entering life insurance in 1947 as a special representative for another company in Lafayette, he became district manager with headquarters in Lake Charles. Two years later he was promoted to district manager in Shreveport. An army air force veteran of World War II, he is a graduate of Southwestern Louisiana Institute and LIAMA schools on agency development.

Colonial Names Two in New York City Area

Colonial Life has appointed Sandford R. Johnson and Roy S. Marjamaa as general agents in New York City and Mineola, N. Y., respectively.

Mr. Johnson has been in sales and advertising work in recent years and



Roy S. Marjamaa



S. R. Johnson

before that was president of the West Indies Trading Company, with headquarters at Havana. Previously he was with Mutual of New York for eight years in the home office and with the Kassoff agency in New York City. His office is at 595 Madison avenue.

Mr. Marjamaa will operate in Nassau county, Long Island. Following navy service he was with American Airlines in New York City. He has had six years' experience in life insurance as an agent and assistant manager.

Leslie Succeeds Baggot

LOS ANGELES—Robert R. Leslie has been appointed brokerage manager of the southern California general agency of Northwestern National Life. He succeeded Gant Baggot, who retired Aug. 1. Mr. Leslie is the son of general agent Harold D. Leslie, who has represented the company in Los Angeles for more than 30 years. Robert Leslie

has been with the Leslie agency for several years. A life insurance major at University of Southern California college of commerce, he is a veteran of both World War II and the Korean conflict.

Mr. Baggot has been brokerage manager of the agency since 1935. After a period of travel he intends to open his office in the San Fernando Valley continuing his association with Northwestern National as a personal producer.

CONTINUED GROWTH!

LUTHERAN BROTHERHOOD now has better
than HALF A BILLION DOLLARS
worth of life insurance in force!

Much of LUTHERAN BROTHERHOOD'S remarkable growth as a fraternal Society can be traced to the loyal, persistent effort of its representatives. These men are members of the "President's Club," each of whom sold more than half a million dollars worth of life insurance during 1953.



JOHN SORBO
Minneapolis, Minnesota
1953 production,
\$351,825.



LAWRENCE AND
Beatrice, Indiana
1953 production,
\$57,125.

During the first six months of 1954, the Lutheran Brotherhood Sales Force produced \$42,936,889.00 of new life insurance, issued and paid for. This is a 17.56% increase over the sales of new business for the first six months of 1953. Admitted Assets as of Dec. 31, 1953, \$84,329,974.51. Life Insurance in force June 30, 1954, \$513,789,500.00.

If you are interested in your sales opportunities, write for an interesting booklet, "CAREER OPPORTUNITIES."

THIS IS YOUR LIFE INSURANCE SOCIETY

Lutheran Brotherhood

LEGAL RESERVE LIFE INSURANCE

CARL F. GRANRUD, President

608 Second Avenue South • Minneapolis 2, Minnesota

General Agents and Agents HAVE YOUR MONEY ON YOUR VESTED RENEWALS NOW

- For additional working capital . . . for expansion
- To pay off indebtedness . . . protect your credit
- To buy or remodel your home
- To take advantage of today's investment opportunities
- Loans made at bank interest rates

PLEASE CALL OR WRITE FOR PROMPT,
CONFIDENTIAL SERVICE . . .

John H. Weber, president

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A Service Guide A

Valuable Paper Wallets

One or a Thousand

Write for Brochure

J. M. NEWMAN

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Dallas, Texas

AMERICAN RESERVE LIFE

Insurance Company

OMAHA

New York Department Report on Health Cover Plan Brings Out Points of Interest

NEW YORK—Health Insurance Plan, which provides prepaid medical care for some 400,000 persons, mostly in metropolitan New York City, has been the object of considerable interest since it started in business a few years ago. Insurance people have watched its operations closely because it is functioning in a field of interest to them and is doing so in a somewhat novel way. HIP also has stirred up controversy in the medical profession because of its group approach to providing medical service.

New York insurance department has issued an examination report on HIP which discusses in detail the operations of the plan and makes several recommendations, all of them pretty mild. The examiner, John E. Gleason, disposes of six recommendations, which deal with by-law discrepancies, by stating that they have been pretty much eliminated.

However, he urges that HIP enforce the contractual obligations of the medical groups that perform the services it sells and require them to provide malpractice and other liability insurance coverages as groups, as they have agreed to do under their contracts with the plan. The management should also study the amendment of its agreement with the president of the plan, who is also its medical director. Here the examiner believes the contract is too liberal and special. The employees retirement system booklet also should be revised, the examination states, to inform them that the system is revocable any time by HIP directors.

Health Insurance Plan works with

Associated Hospital Service, the New York City Blue Cross. It provides medical care to employees of New York City and to other groups. Since 1950 it has sold a limited service and indemnity contract in Pennsylvania, New Jersey, Connecticut and parts of New York state. This provides benefits to subscriber employees in areas that can't be served on a group medical practice basis.

HIP started by writing employees earning \$5,000 a year or less and families whose insured members make \$6,500 a year or less. But in 1950 it began to write at higher rates single and family subscribers making more than these salary ceilings.

At present it is using 30 medical groups physicians and specialists who operate for the plan cooperatively through partnership agreements. The 30 groups have staffs totaling about 1,000 physicians and serve about 390,000 subscribers and families in metropolitan New York and Nassau county.

About 42% of the physicians are general practitioners, the remainder specialists.

The HIP contracts have exclusions, including service covered under workmen's compensation, services available to GIs or veterans, acute alcoholism, drug addiction, tuberculosis, mental or nervous disorders, artificial insemination, cosmetic surgery, electrolysis for epilation, dental surgery, special duty or private nursing, etc.

Doctors are paid a capitation fee based on mean enrollment of insured,

(CONTINUED ON PAGE 16)



important reasons

Pan-American Life Insurance Company
field representatives are among
the most successful in the industry!

- ★ Advanced Training Procedure
Including: Business Insurance, Pension Trust
Group Insurance
- ★ Modern & Unexcelled Sales Aids
- ★ A Proven Direct Mail Plan
- ★ A Modern and Liberal Compensation Contract

INCLUDING:

1. Group Life Insurance
2. Group Hospitalization for Representative and Family
3. Disability Benefits
4. Pension Plans

ALL with no Expense to Representative

For information address
CHARLES J. MESMAN
Superintendent of Agencies

CRAWFORD H. ELLIS
President

EDWARD G. SIMMONS
Executive Vice-President

KENNETH D. HAMER
Vice-President & Agency Director

PAN AMERICAN
LIFE INSURANCE CO.



NEW ORLEANS, U. S. A.



Bill Nalac's CORNER

"Good advice to any man:
'Count your blessings—then add one
you probably hadn't thought of—the
privilege and the capacity to buy life insurance!'"

"Here at North American we find that a good way to create interest in our new PRESIDENT'S SELECT PLAN of life insurance—a plan where 'capacity to buy' calls for above-average health along with favorable social and family background.

"When MR. PROSPECT gets a look at the attractive premium, he realizes how right you are—how lucky he is to possess the necessary qualifications. He will be doubly convinced when you call his attention to three other things:

1) That Supplemental Term may be added up to 3 times amount of basic contract.

2) That Term portion may be converted without evidence of insurability.

3) That Waiver of Premium is automatically included without extra specific charge.

"Again, it demonstrates the practical quality of Nalac's merchandise—and how well it provides the answer to every selling situation—Life, Accident and Sickness, or Group."



HOME OFFICE:

MINNEAPOLIS, MINNESOTA

H. P. SKOGLUND J. E. SCHOLEFIELD, C.L.U.
President ★ Vice President—Director
of Agencies

LIFE • ACCIDENT • SICKNESS • HOSPITAL • GROUP

EDITORIAL COMMENT

Company Convention Publicity

Observant readers of the insurance newspapers can hardly fail to have been impressed by the striking variation in "interestingness" in the accounts of company sales conferences and conventions.

Company A, it would appear from its news release, held a sparkling gathering at which home office and field men grappled with current problems in an alert, open-minded and intelligent way and made gratifying progress toward solving them. Speakers expressed original views that indicated they had done some real investigating and thinking. Reading about such a meeting, many would wish they could have been there.

Company B, on the other hand, to judge from the account supplied by it, held a conference notable mainly for the unassailable orthodoxy of the utterances of all participants. Sentiments expressed were almost entirely restatements of long-accepted principles. If anybody said anything original it must have been suppressed as being not quite nice. The reader's reaction—assuming he read beyond the lead paragraphs—would be one of relief at not having had to attend such a dull affair.

The curious part of this contrast in the apparent degrees of liveliness of these two conventions is that they both may very well have been equally excellent in all respects, including the degree of interest they would have for the general run of life insurance newspaper readers. The difference lies in the skill, experience, and perception of those who prepared the releases but it depends even more on the willingness of the ranking company officers to grant clearance to the kind of account that a competent publicity director knows will enhance the company's prestige in the columns of the insurance trade press. True, sometimes statements are made at conventions that a company may want to restrict to those present—though that's usually a vain hope, with 50 to several hundred persons on hand. But much of what would be entirely harmless to circulate is often suppressed because somebody feels there is a remote risk of a chance of a possibility that there could be an adverse reaction.

This play-it-safe attitude overlooks one of the main purposes of putting out publicity on a convention, which is to add to the esteem in which the com-

pany is held by people in the business. A dull account, "pinnacled high in the intense inane," gives the reader the feeling that here is a dead-and-alive organization run by a bunch of fuddy-duddies. What such a reputation can do—directly and indirectly—to potential agent, managerial, or home office recruits is impossible to measure but it is surely a distinct liability.

Strangely enough, some companies that spend considerable effort and money on being sure their trade paper advertising makes an attractive and prestige-building impression are seemingly unaware that convention stories can also be a potent force in building up or tearing down the esteem in which a company is held in the business.

There is no difficulty or mystery about it. At any convention that is worth holding there is bound to be a great deal said that would be of much interest to life insurance readers even though they are with other companies. It is only a matter of picking out this sort of material and playing it up. The publicity man or the executive who is clearing the material need only ask himself, "Would I be interested in this material if it had come out at some other company's convention?"

Many companies, of course, put out no publicity on their conventions and want none. But those that are aware of the value of such publicity might as well get the maximum benefit out of the space their stories will occupy. It's a service to the insurance reading public as well as to the company that is issuing the publicity.

PERSONALS

Rollins A. Furbush, vice-president of American National of Galveston, is not expected to be back on the job for another month. He is recuperating from a slight heart attack.

A rolled-up length of lineoleum, an emptied vegetable can and other odd bits of material enabled **Clarence P. Harriman**, supervisor, policy loan department, Kansas City Life, to construct a 40-inch telephoto camera used to take some excellent photos of the recent eclipse of the sun. Results were some brilliantly colored photos ranging from oranges and reds during the first stages of the eclipse to odd, gray-

greens during totality. Next eclipse will be in 2155.

Eldon Stevenson, Jr., president of National Life & Accident, has been commissioned an "Arkansas Traveler" by Gov. Cherry of Arkansas. The presentation was made by Insurance Commissioner Coombs when Mr. Stevenson visited Little Rock in connection with ceremonies marking the opening of a new home for National L.A.'s district office.

John E. Kenny, who succeeds Lloyd Patterson as general agent at New York City for Massachusetts Mutual, entered the business in 1948 with Aetna Life at New Haven, later going to New York City as assistant general agent and supervisor. He has been associate general agent at New York for Massachusetts Mutual since 1953. He is the author of several articles on life insurance. He and Mr. Patterson will be honored at a reception to be given by the company at New York Sept. 8.



John E. Kenny

Robert Lee Phillips, son of Harry N. Phillips, regional manager, Sun Life of Canada at Detroit, was commissioned an ensign in the navy and is scheduled to report for duty on the admiral's staff at Coronado, Cal. Ensign Phillips received his master's degree at University of Illinois in 1953. The elder Mr. Phillips is a candidate for trustee of the National Assn. of Life Underwriters.

Mrs. Fried E. Hoogerhyde and **Ralph E. Richman**, vice-president of the National Underwriter Co. at the New York City office, were married in Auburn, N. Y., at the Redeemer Lutheran church July 28. Mrs. Richman has been a teacher in the public schools of Holland, Mich.

Wesley Bagby, Pacific Mutual Life comptroller, on July 25 celebrated his 25th anniversary with the company. He began with the company as a clerk in the filing department.

William P. Worthington, president of Home Life, has been elected a director of Corn Exchange Bank Trust Co., New York City.

Ease Diabetic Selection Rules

Continental Assurance has liberalized underwriting rules for diabetics. Lower rate tables will apply and the preferred diabetic's classification has been broadened to include cases adequately controlled by diet.

Diabetics now are acceptable only three months after treatment has started, subject to an additional extra premium, instead of a year.

National Vt. Sales Up 14.3% in 1st Half

Sales of National Life of Vermont increased 14.3% during the first six months of 1954 to total \$85,417,517, a record for any comparable period in the company's history. Annual premiums amounted to \$3,451,091, increase 6.6%. Insurance in force rose to \$1,467,327,813.

Northwestern Mutual Agent Groups Elect

MILWAUKEE—At the annual meeting of the Northwestern Mutual District Agents Assn. in Milwaukee, Gilbert K. Woolsey, York, Pa., was elected president to succeed Corlett J. Cotton, Lawrence, Kans. Others named were G. Wendell Dygert, Fort Wayne, Ind., and John H. Vance, Canton, Ohio, vice-presidents, and William K. Pierce, secretary-treasurer.

Horace Mickley, Los Angeles, was chosen president of the Northwestern Mutual Special Agents Assn., succeeding Edwin K. Chapin, New York City. John O. Todd, Chicago, and Clarence Crauer, Poughkeepsie, N. Y., are the new vice-presidents, and Lester Weston, St. Paul, is now secretary-treasurer.

Under revised bylaws, the Northwestern Mutual Assn. of Agents now has four officers instead of three, and the former standing committee of five has been replaced by an executive committee of four members. In giving out the names of the members of the new executive committee, reported in the July 30 issue, Wilbur S. Marshall, Colorado Springs, Colo., was erroneously identified as William H. Marshall, Charleston, W. Va.

WP Now on Non-Medical Basis for Ohio State

Ohio State Life now considers the addition of premium waiver disability on non-medical basis, if at the time of application for such coverage the insured is eligible to apply for new insurance under the company's current selective risk rules. If the applicant is not eligible for selective risk, and has not been examined by the company within the past 90 days, medical examination is required at the applicant's expense.

Morris Heads Pru Office

Lyford M. Morris, San Francisco Prudential division manager has been placed in charge of the Whittier, Cal., detached office under Troy M. Ziglar, Pasadena manager. Mr. Morris was formerly with the Cliff Henderson agency.

Western of Mo. to Build

Western Life of St. Louis has acquired a tract of land in the suburban Clayton-Richmond Heights area on which it will erect a new home office. Plans for the new building have not been completed, though the company hopes to move into it by the end of this year.

THE NATIONAL UNDERWRITER

—Life Insurance Edition
EDITORIAL OFFICE:
99 John St., New York 38, N. Y.
Editor: Robert B. Mitchell.
Assistant Editor: Warren Kayes.

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Walnut 9801. O. Robert Jones, Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421. Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

CHICAGO EDITORIAL OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
Associate Editors: John C. Burridge, Charles C. Clarke and William H. Faltyssek.
Assistant Editor: Edmund J. Brophy

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 2-140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Manager; George E. Wohlgenuth, News Editor; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwestern Manager.

DETROIT 26, MICH.—607 Lafayette Bldg., Tel. Woodward 1-2344. A. J. Edwards, Resident Manager.

ADVERTISING OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
Advertising Manager: Raymond J. O'Brien.
SUBSCRIPTION OFFICE:
420 E. Fourth St., Cincinnati 2, Ohio.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

HOWARD J. BURRIDGE, President.
LOUIS H. MARTIN, Vice-President.
JOSEPH H. HEAD, Secretary.
JOHN Z. HERSCHDE, Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.

OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3416. Clarence W. Hammel, Resident Manager.
PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.
PITTSBURGH 23, PA.—503 Columbia Bldg., Tel. Court 1-3494. Bernard J. Gold, Resident Manager.
SAN FRANCISCO 4, CAL.—Flatiron Bldg., 544 Market St., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.

Hand-Book for Northern Cal. and Nevada Published

A new, up-to-date *Underwriters Hand-Book Of Northern California And Nevada* has just been published by the National Underwriter Company. This hand-book, together with its forthcoming companion volume, the *Underwriters' Hand-Book Of Southern California And Arizona* to be published shortly, provides complete information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance, throughout these three states. Special features of these hand-books are two new large sections, showing for the first time, (1) the names and addresses of brokers, including surplus line brokers, and (2) the names and addresses of life agents.

For some years, the single volume hand-book of California had been so large that it was unwieldy, even though it did not contain all the features of the many other hand-books published by the National Underwriter Company for some 30 other states. Consequently, in response to many requests, two volumes for California will hereafter be published, dividing the state along the natural lines of its areas of supervision. The actual dividing line is at Kern and San Luis Obispo counties, which counties are shown in both volumes for the convenience of users of each.

With these important long-needed additions, and the advantage of a much more convenient size, the two *Underwriters' Hand-Books of California, Arizona and Nevada*, will provide, besides their broad coverage of company, department, and field supervision, data on every individual agency, showing the companies represented, address, members of the agency, etc.

Supplementing each of the 1954 California hand-books and furnished free to each subscriber will be a 136 page statistical supplement showing fire and casualty premiums and losses, classified by lines and also the amounts of life insurance paid for and in force, by companies in California. Known as the "Record of Insurance in California," these supplements will provide the detailed local statistics for the state.

Both *Underwriters' Hand-Books of California* are carefully compiled to show all the relevant local information concerning insurance in their respective areas, including general agents, organizations, town classifications and much other useful information.

The northern California hand-book is ready for immediate delivery and the southern volume will be ready in about three weeks. The single copy price of each is \$15. Orders should be addressed to the National Underwriter Company, Reference Book Department, 420 East Fourth street, Cincinnati 2, Ohio, or the National Underwriter Pacific Coast Office, 507 Flatiron building, San Francisco 4, Cal.

Plan Big A & H Sales Congress for Portland

A. & H. Underwriters of Portland, Ore., will be host to the Pacific Coast A. & H. sales conference Sept. 22 at which agents from nearly all companies in British Columbia, Washington and Oregon will be in attendance.

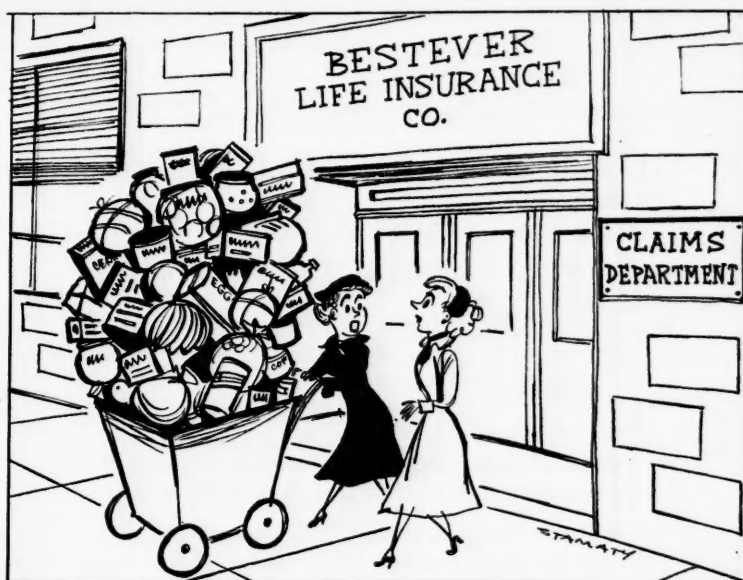
The meeting will last a full day and will include talks by Edward Phillips, executive vice-president of Standard of Oregon; V. J. Skutt, president of Mutual Benefit H. & A.; L. A. McKinnon of Flint, Mich., president of the International association; William G. Coursey, managing director of the International; Rev. William Hills of Victoria, B. C.; Edward Peithman, vice-president of Olympic National, and Frank Bland of the National Underwriter Co.

Eve to American Bankers, Fla.

American Bankers of Miami has appointed Embry P. Eve, Jr., state supervising general agent for Georgia with offices at Atlanta. He has been in insurance 19 years, most recently with Coastal States Life at Atlanta for eight years. Mr. Eve will maintain a brokerage office at Atlanta in addition to establishing and supervising agencies in the state.

L.&C. to Telecast Aug. 6

The first telecast of the new television station, WLAC-TV, Nashville, owned and operated by Life & Casualty will be Aug. 6. Studios of the station are on the top floor of the home office.



"IT'S THE ANSWER TO INFLATION. OPTION 5 IN MY LATE HUSBAND'S POLICY PAYS OFF IN GROCERIES INSTEAD OF MONEY."

Gibraltar Life Promotes Don Auclair, R. C. Taylor

Gibraltar Life has promoted Don Auclair to east Texas regional supervisor with headquarters at Gladewater, Tex. Robert C. Taylor will become a general agent for Phoenix, Ariz., and the surrounding area.

Mailand Gets New Post

Walter Mailand has been named district sales manager for the state of Michigan group division of Mutual of Omaha and United Benefit Life, with headquarters in Detroit, effective Aug. 2. He has been with the company since 1948 in the home office in Omaha. Larry Henning is the district service manager for the office.

On National, Vt., Board

Dr. Joseph G. Davidson of Scarsdale, N. Y., and Manchester, Vt., internationally known organic chemist, has been named to the board of National Life of Vermont. He will fill the unexpired term of George H. V. Allen, resigned, Vermont banker, who has been a director since 1934.

United American Life Names Harger in Oregon

V. Dean Harger, has been appointed Oregon state manager for United American Life, and will be in complete charge of all agency activities in the state. He had previously been state manager for another company.

Big June for Standard

Standard of Oregon's sales for June exceeded \$3,113,000, a new monthly production record, according to President Raymond R. Brown. During the first six months of the year the company's sales have exceeded the same period of last year by 15%.

Weer in New Pru Post

W. Edgar Weer has been named head of Prudential's Bloomington, Ill., district office. Formerly regional supervisor in the New Jersey home office, he joined the company in 1942 as an agent, which position he held until 1948 when he became head of the sales office at Riverside, N. J., which post he later held at Mount Holly, N. J. In 1951 he went to the home office as a member of the field training division.

80¢ = \$52,400! *

Unbelievable? Not at all. This is the initial volume provided by 80c per day with one of the many combinations through which the Central Standard Life field man meets today's challenging need for maximum protection at low cost.

*Age 30 \$5,000 Ordinary life plus \$250 per month 20 year Income Protector Rider.

CENTRAL STANDARD LIFE

Founded 1905 **INSURANCE COMPANY**

211 W. Wacker Drive Chicago

General Agencies available . . . write Robert W. Staton, Director of Agencies

San Francisco has been...
Bldg., Tel. 1, Resident...
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Bldg., 1, Resident...
Bldg., 444 W. Bland...

GENERAL AGENT Opportunities



Now Available With Expanding Company

If you live in these states, there can be a rewarding future for you in *The Guarantee's* intensive expansion program.

As a General Agent with *The Guarantee*, you will have the advantages of these agency-building tools:

- A complete line of insurance protection to sell including . . . LIFE, SICKNESS, ACCIDENT, HOSPITALIZATION.
- Two new financing programs
- *The Guarantee's* 5 Star Contract that gives you greater earnings

High-caliber, aggressive men in other states, who are interested in new fields of growth, should also check with *The Guarantee* for available openings in their areas.

For full information, write—or phone—ATlantic 7100. J. D. Anderson, Agency Vice President, *Guarantee Mutual Life, Co.*, Omaha 2, Nebr.

Ralph E. Kiplinger, President



THE COUNTRY'S MOST FRIENDLY COMPANY OFFERS . . .

- Modern and attractive agent's and general agent's contracts to those looking for a permanent connection.
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- Individual Family Hospitalization contracts with surgical, medical and nurse benefits.
- Complete substandard facilities.
- Educational program for fieldman.

Strong, Progressive Company
Older than 85% of all legal reserve life insurance companies

COMPANY'S EXPANSION PROGRAM OFFERS
Openings in California, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Dakota, Ohio and Wisconsin

NORTH AMERICAN LIFE INSURANCE COMPANY OF CHICAGO

C. G. ASHBROOK, EXECUTIVE VICE PRESIDENT
NORTH AMERICAN BUILDING, CHICAGO 3, ILLINOIS

LUTC Trustees Want NALU Headquarters in N. Y. Area

(CONTINUED FROM PAGE 1)

ually insurance business. If course integration can be achieved, the agents who take LUTC can derive credit toward CLU, and those who completed LUTC will have an additional incentive to go on with further studies. Likewise, LUTC and CLU could pool their promotional efforts and achieve economies in switchboard, bookkeeping and mailing operations. Because the American College is only an hour and a half away by train, it has been possible for the LUTC and CLU staffs to hold joint meetings and work closely on common problems.

"If LUTC were to locate in Hartford and become closely associated with LIAMA, similar administrative economies might possibly be achieved. LIAMA could help to promote the course with home offices and agency managers through *Managers Magazine*, *District Management* and other LIAMA publications, through its schools, its company relations division consultants, etc. LUTC has already collaborated with LIAMA in the development of the *Sales Methods Index* and the *Information Index*. A closer liaison should also provide a greater opportunity for further research.

"The LIAMA is, in fact, doing a splendid job of assisting LUTC and it should be noted that the proximity of our present location to LIAMA in Hartford has been extremely helpful in making this cooperation possible."

The LUTC resume points out that LUTC has good friends in Chicago, Philadelphia, Washington and every other city that has been nominated as a possibility for NALU-LUTC headquarters over the past few years. The council's board of trustees also recognizes that "some folks are not favorably disposed toward New York as the place for NALUTC headquarters."

"However, the repeated decision that the council's best interests will be served by remaining in this area was reached by LUTC's board, whose members come from all parts of the country, only after carefully weighing the facts," the statement continues. "The prospective loss of present headquarters staff personnel, the expenses of moving, proximity to LUTC's student body, and the very important fact that during the last seven years, LUTC has built connections and associations among individuals, life insurance companies, printers, suppliers and many other groups which are of great value to the council and the student body."

1. *Loss of headquarters staff person-*

nel. A move outside the metropolitan area would result in the loss of LUTC's entire clerical force, and several members of the executive staff seriously question whether they would be in a position to move. Lost would be such valuable key employees as LUTC's registrar and bookkeeper, both six-year veterans, the office supervisor, both of the assistants to the registrar, two editorial assistants and a competent experienced staff of stenographers.

2. *Expenses of moving LUTC.* It has been estimated that a move to another city would require a direct expenditure of approximately \$15,000, including personnel, records and equipment. The exact amount would depend upon the distance involved. The additional expense of obtaining and training satisfactory personnel in the new location and termination allowances to present employees "cannot be lightly dismissed."

3. *Proximity to student body.* One-third of LUTC classes are located with 200 miles of present headquarters and 60% of the students are from companies domiciled in this area. The cost of shipping text materials, running planning panels, instructors' conferences and conducting other LUTC meetings is less because of this situation than would be the case in other localities. "Thus a new location would mean not only added moving expenses and loss of personnel which LUTC has no desire to incur, but quite possibly additional operating expenses over the years as well."

4. *Loss of present relationships.* The personnel of LUTC's major committees, including development, content and techniques, examination board and promotion, is drawn in large measure from prominent field men and company officials located in Richmond, Washington, Pittsburgh, Buffalo, Philadelphia, Hartford, Boston, etc.—cities in relationship to which present headquarters is centrally located. "It might be difficult to obtain the services of such individuals in other locations and transportation costs would be greater."

In connection with the last point the resume notes that a "close and valuable liaison has been established with company training directors both in New York and in New England through training director associations which LUTC helped to organize." Also, while printers and others who supply LUTC with services could be duplicated in other cities, present connections are eminently satisfactory and represent the fruit of many years of trial and error. "They are familiar with LUTC requirements and have demonstrated

YOUTH IS EMPHASIZED

The Woodmen of the World has given emphasis to youth this summer. For the second year several thousand young Woodmen have been attending some 30 state Boys of Woodcraft Encampments.

These outings, with sports and recreation programs, climax the year's activities of Woodmen juvenile units and their affiliated B.O.W. Sportsmen's clubs. These have greatly increased in both number and membership in the past two years.



World's Financially Strongest Fraternal Benefit Society

WOODMEN OF THE WORLD
LIFE INSURANCE SOCIETY
Omaha, Nebraska

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The LUTC statement notes that on four occasions LUTC's board of trustees has indicated by resolution its desire to remain with NALU because of the many advantages of joint operation and the fact that a coordination of effort is possible when both organizations are together physically that might be difficult to achieve if LUTC and NALU occupied separate headquarters. Among the "bilateral considerations" it lists these:

1. With LUTC as a tenant, NALU can construct and maintain a more adequate type of headquarters than might otherwise be feasible. LUTC requires approximately 5,000 square feet of space and may need more if its operations continue to expand. Certain administrative economies are possible as a result of joint housing, including a joint board room, dining facilities, switchboard, bookkeeping, mailing operations, etc.

2. LUTC classes are perhaps the most valuable benefit that NALU makes available to its members on a local basis. Through 25 weekly meetings a year, over a two-year period, these classes bring about mutual understanding and cooperation locally among the agents of many companies, both combination and ordinary. LUTC increases sales skills, job satisfaction and earnings, decreases turnover, and results in better service to the public. As a result of these benefits, NALU membership is maintained and extended from year to year. New associations have been organized for the primary purpose of bringing the advantages of LUTC to all local agents.

3. LUTC's rapid progress could not have been achieved without NALU backing. For the past seven years the LUTC course has been promoted and organized in every state in the union, Hawaii, and the District of Columbia by volunteer chairmen appointed by local association presidents. Coupled with the full support of local companies and organizations within the business, these local committees have helped bring LUTC enrollments from 13 students in 1947 to last year's record total.

4. NALU has promoted LUTC through *Life Association News*, *Life Notes*, leadership training material, and local, state and national association meetings.

5. The newly-organized General Agents & Managers Conference is also ready to assist LUTC in every possible way.

The LUTC resume states that members of LUTC's headquarters and staff and board of trustees have repeatedly been asked by field men and home office officials through every part of the country where LUTC stands with respect to continuing the present arrangement of joint quarters with NALU headquarters staff and the proper location of NALU-LUTC headquarters from the standpoint of LUTC.

"In addition to the inquiries received there has inevitably been some misinformation and rumor with respect to LUTC's position," the resume continues. "The purpose of this memorandum is to present objectively LUTC's stake in the location problem. It has the unanimous endorsement of the LUTC board of trustees."

Included in the resume is a brief outline of LUTC's functions and some statistics on its operations.

Included on LUTC's board are four

field men: John V. Coe, Massachusetts Mutual, Wichita; Chauncey D. Cowles, Northwestern Mutual, Buffalo; Herbert R. Hill, Life of Virginia, Richmond, and Richard N. Lewis, Great National, Austin; four agency officers: Benjamin F. Hadley, Columbus Mutual Life, Frank B. Maher, John Hancock; Norman T. Sheppard, Manufacturers Life, and Edmund L. G. Zalinski, New York Life; four life company presidents: Leland J. Kalmbach, Massachusetts Mutual; E. M. McConney, Bankers Life of Iowa; Eldon B. Stevenson, Jr., National Life & Accident; and Benjamin N. Woodson, American General of Houston.

Charles J. Zimmerman, managing director of LIAMA, Lester O. Schriver, managing director of NALU, and Maxwell L. Hoffman, comptroller of NALU are also board members.

Quarter-Billion for Mass. Mutual in 1st Half; New Six-Month Record Set

Massachusetts Mutual sold more than a quarter-billion dollars of life insurance during the first half-year. Ordinary sales were \$225,038,000, up

16.2%. Group was \$45,924,000, for a combined total of \$270,962,000, the largest six months' production in the company's history.

New monthly ordinary production records were established in each of the six months. The \$43½ million of new business delivered in January was the largest single month on record. Seventy of the company's 90 agencies delivered more business than in the first six months of 1953, and 71 reported more than a million dollars of new ordinary sales for the first half-year.

Total insurance in force increased by \$172,086,000 to \$4,120,828,000. Ordinary insurance in force was \$3,715,336,000 and group, \$405,492,000. The Yates-Woods agency of Los Angeles produced the largest volume of business, excluding group, and had the greatest increase in sales and insurance in force. The Simon agency of New York City had the largest amount of ordinary insurance in force on its books as of June 30.

Mortality continues favorable. Death claims reported during the period amounted to \$14,968,000 on 2,180 lives. The company made new investments totaling \$133 million. The gross yield of 4.46% on all new investments made during the six months showed a modest increase over the first half of 1953.

New York I-Day Shapes Up

The morning session of New York Insurance Day, Sept. 15, will include "idea presentations" by the New York chapters of CPCU and CLU. A&H Club of New York also will take part in the morning program.

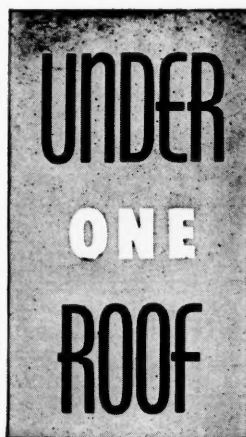
Chairmen of the day's events will be Dean Arthur C. Goerlich of New York Insurance Society, Albert E. Mezey, president of New York City Insurance Agents Assn., David N. Sugarman, president of Greater New York Insurance Brokers Assn., and Jerome S. Miller, general chairman. Dean Goerlich will direct a special "services of the producer" series.

Alfred I. Jaffe, Jaffe brokerage agency, is program chairman.

Harry K. Guttman, president of New York City Life Underwriters Assn., will talk on the value of the life insurance producer.

N. Y. Life to Finance Skyscraper

New York Life plans to invest about \$7½ million in an \$18 million office building to be erected in Houston and to be known as the Second National Bank building. The 24-story structure will be the largest in Houston.



Associates: Continental Assurance Company
Transportation Insurance Company

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Medical Coverage
Hospitalization . . .
Individual & Family
Aviation & Travel
Accident . . . World-Wide
Unusual
and Extraordinary
Special Risks
A&H Income
Protection . . .
Even for Life

United States
Life Insurance Company

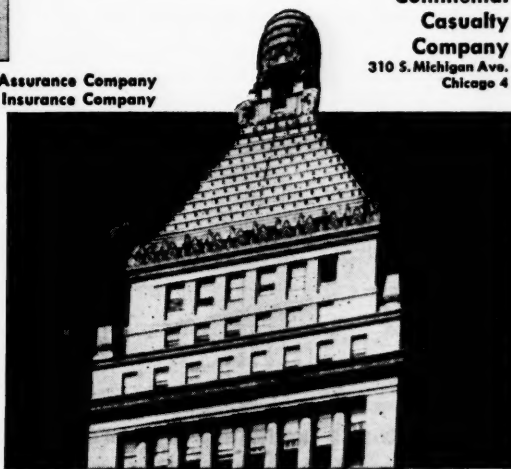
A limited range of coverages limits your ability to serve your clients as completely as they demand. Only with a complete line of Life and A&H protection can you give maximum service.

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Chicago 4



Mutual Cuts Rates on Immediate Annuities

Premium rates for new immediate life and refund annuities have been generally reduced by Mutual of New York. Reductions are greatest at the lower ages, and lessen as the ages increase. A few rate increases occur at the very high ages. New premium rates are based on interest of 2¼%. The old rate was 2%.

Southern Republic Names Phillips in New Agency

Southern Republic Life has opened an agency in Austin, Tex., under the direction of Clifton Phillips of Austin who has been in personal production for several years and paid more than \$1 million in 1953. Mr. Phillips has served as a board member of Waco Assn. of Life Underwriters.

N. Y. Supervisors Covered

The comprehensive disability plan written by Century Indemnity of Hartford has been adopted for members by the executive committee of Life Supervisors' Assn. of New York City.

Ill. Producers Visit Stratton to Counsel on New Director

A delegation of executives representing the various insurance sales organizations in Illinois on Aug. 4 visited Gov. Stratton in Springfield to express their vital interest in recommending to him the type of insurance director they would like to see heading the department, which post has been vacant since the recent death of Director Robert E. Barrett. It is expected that the governor will appoint a successor momentarily.

The meeting was initiated by Frank E. Mueller, Jr., president of Insurance Brokers' Assn. of Illinois, on the premise that it is wise to present the collective thinking of all of the insurance sales forces in the state, which it is estimated represent \$1½ billion in premiums annually and \$20 million in taxes.

Mr. Mueller acted as spokesman for the following groups and their representatives:

Chicago Assn. of Life Underwriters, Roy D. Simon, Penn Mutual Life; Illinois Assn. of Life Underwriters, W. Robert Moore, Connecticut Mutual, Decatur, president; Mutual Insurance Agents Assn. of Illinois, E. E. Bartlett, Moline, president; Illinois Assn. of Insurance Agents, W. P. Morissey, Alton, president.

Also, Chicago Board, Edward P. Simon, president; Illinois Assn. of A&H Underwriters, Roy E. Davis, Aetna Life, Peoria, president; and Insurance Broker' Assn. of Illinois, Mr. Mueller.

Gov. Stratton, it is widely understood, has already made up his mind on the new director, and the producers hoped mainly to indicate their interest in future choices. Announcement of the new director is expected by Aug. 15.

Men Bought 71% of New Policies in '53

Men are still the chief buyers and owners of life insurance according to Institute of Life Insurance, although women and children purchased \$10.3 billion of new policies last year. Men bought 71% of the policies last year and held 76% of life in force at the beginning of the year, not including credit life.

Men were the buyers of 80% of the year's new ordinary life and owned 80% of that outstanding.

The 1953 purchases on the lives of men, women and children respectively according to type were ordinary, \$18.9 billion, \$2.5 billion, \$2.1 billion; group, \$5.5 billion, \$700 million and none; and industrial \$1.5 billion, \$2.4 billion and \$2.6 billion.

Prudential N. Y. Changes

Harry Kirschenbaum, associate director of agencies in the New York metropolitan region since 1953, has been named by Prudential to a similar post in Long Island. Charles Karpman, manager at New Britain, Conn., since 1953, succeeds him. Carl W. Drechsel, home office administrative assistant, has been named assistant manager in the metropolitan region, and Morgan H. M. Taylor, home office assistant regional manager, has been assigned to Long Island.

Mr. Kirschenbaum, with the company since 1931, has been an agent, assistant manager and manager at New York. Mr. Karpman joined Prudential at Hartford in 1937 and has been an assistant manager there and home office training consultant.

K. C. Life Promotes Gallupe

George S. Gallupe has been appointed division supervisor in the field training department of Kansas City Life. He will assist general agents in formulating agent training programs. A marine veteran, Mr. Gallupe joined the company with the Allen agency in Colorado in 1953.

Baltimore Life Raises Teulle

Baltimore Life has appointed Charles R. Teulle district manager at Silver Spring, Md. He joined the company at Charleroi, Pa., was named superintendent there in 1952 and last May was named home office supervisor. He is an army veteran.

● Aetna Life has extended its sub-standard life insurance coverages to include a 10-year term plan, and will begin accepting applications immediately.



*head in clouds
feet on ground*

Ok, we'll admit it: we've got our head in the clouds. Call us idealists, if you will, but we believe that only quality business is worth going after. Only quality business gives the policyholder his money's worth, makes a living for the underwriter, builds a sound volume for the home office. Judging by American United Life's sales records, this ideal is paying off in a big way.

But that's only half the reason for success. American United also manages to keep its feet firmly planted on the ground. Its sales tools, sales training programs and technical advice are geared to individuals with a view to making the most of each man's own abilities.

American United's ideal size makes all this possible: being big enough to be big* and yet small enough to retain the all-important personal touch.

*Assets over \$100 millions, Insurance in force over \$550 millions



AMERICAN UNITED LIFE INSURANCE COMPANY

Home Office, Fall Creek Parkway at Meridian Street
Indianapolis, Indiana



Liberty National field representatives are carefully trained to survey the needs of their insurance clients and are in a position to make available the many forms of protection offered by the Company. To them and their associates must go the credit for an outstanding achievement in 1953 — an increase of \$57,401,784 in insurance protection in force to a new high of \$879,940,036!

LIBERTY NATIONAL LIFE INSURANCE COMPANY
BIRMINGHAM, ALABAMA
FRANK P. SAMFORD, PRESIDENT



A. N. Webster 2nd V-P of Mutual Benefit

Albert N. Webster has been elected 2nd vice-president and secretary of Mutual Benefit Life. He has been personnel director. After graduating from Harvard law school in 1934, he practiced law in New York until 1943, then became corporation attorney, assistant to the president and secretary of the personnel policy committee at the American Viscose Corp. at Philadelphia. In 1947 he became vice-president in charge of personnel at Irving Trust Co., New York City. Before joining Mutual Benefit, he was with United States Life as personnel director.

1954 Unique Manual Is New, Enlarged, Ready

(CONTINUED FROM PAGE 2)
the yield, and amounts of various classes. Similar paragraphs are provided concerning the company's "Stocks," "Mortgages," and its "Real Estate." Closing the company's exhibit are seven "Analytical Ratios."

With these reports, one has all the official, significant facts, figures and ratios concerning the companies, that a life insurance salesman is ever likely to want or need, just as the rest of the *Unique Manual* provides what he needs to know concerning the policy contracts and the rates, dividends, values, costs, and settlement options of the many policies offered by the life insurance companies.

Large, medium-size and small companies are all treated in this widely-used "standard of authority." There is even a special listing of companies that have gone out of business, changed their names, or merged since 1920. Another special table ranks 710 companies, and many other unusual features, too numerous to list except in a complete index, are also provided in this amazingly complete reference book. The entire volume is carefully indexed by topics and by companies. Advance orders are now being delivered. Extra copies for early delivery may be ordered from The National Underwriter Co., Statistical Division, 420 East Fourth Street, Cincinnati 2, Ohio, or any National Underwriter office. The single-copy price is \$12, plus postage.

Name 12 to Joint Committee of NALU and Mutual Funds

(CONTINUED FROM PAGE 2)
Jones, by Carlyle M. Dunaway, counsel, Harry K. Gutmann, Mutual of New York, president New York City Life Underwriters Assn.; and Robert R. Reno, Jr., Equitable Society, Chicago, member of the NALU group insurance committee.

Those on hand from the life company home offices and from industry-wide associations were Holgar J. Johnson, president of Institute of Life Insurance; Charles J. Zimmerman, managing director of LIAMA; Julian S. Myrick, Mutual of New York, New York City, chairman of American College; President Paul F. Clark and Vice-Presidents Clyde F. Gay, Clarence W. Wyatt, and Robert P. Kelsey of John Hancock; C. Manton Eddy, vice-president of Connecticut General; and O. Kelley Anderson, president, John Barker, Jr., vice-president and counsel, and Lambert M. Huppeler, vice-president, of New England Mutual Life.

In addition to the mutual fund people listed on the committee, representatives of the investment company business at the conference included John

M. Sheffey, executive secretary national Assn. of Investment Companies; Charles F. Eaton, Jr., trustee of Eaton & Howard, Inc., Boston, Albert R. Hughes of Lord, Abbett & Co., New York City; William A. Parker, chairman of Incorporated Investors, Boston; Dwight P. Robinson, Jr. and George K. Whitney, trustees of Massachusetts Investors Trust, Boston; S. L. Sholley, president of Keystone Custodian Funds, Inc., Boston; Arthur H. Haussermann, counsel of Vance, Sanders & Co., Boston; Joseph E. Welch, executive vice-president of Wellington Fund, Inc., Philadelphia; and William M. Hunt of the George Putnam Fund of Boston.

Pilgrim National Life of Chicago is now offering a "Prudent Man" policy which provides life insurance to age 65, at which time all premiums plus accumulated dividends are returned in cash. Premiums may be paid annually, semi-annually, or quarterly, and double indemnity is available at \$2 per \$1,000 of insurance. The plan calls for a deposit of \$100, which creates an immediate life insurance estate, and \$100 annually to age 65. The amount of life insurance varies according to age.

Complete Wisconsin Credit Life Survey

Results of a survey among Wisconsin bankers concerning the use of credit life insurance were revealed in a speech by Theodore Sanborn, president of North Central Life.

Speaking at Wisconsin Bankers Assn.'s annual convention in Milwaukee, Mr. Sanborn reported that although credit life insurance is "still in its early youth," approximately 45% of Wisconsin banks are now using this type of insurance.

The survey also indicated that among the 55% not now using credit insurance, 27% stated that they are considering its use in the near future.

In discussing the blanket type coverage and the individual policy plans, he reported that 16% of Wisconsin banks writing credit insurance use the group plan; 84% prefer the individual policy plan; 20% include the premium in the interest; the remainder charge separately for the service.

The acceptance of this form of insurance was indicated in the survey. Less than 1% of those banks which

used the insurance expressed any dissatisfaction with the program. The remaining 99% said their programs were extremely satisfactory and successful from the standpoint of both the bank and the public.

Southland Sets Record

Total new business of Southland Life during the first six months of 1954 amounted to \$84,488,557 of insurance, an increase of 39% over the figure for the corresponding period of 1953, Dan C. Williams, president, reported to the board of directors. The total set an all-time record for any six-month period during the company's history. The gain of insurance in force was 55% greater for the first six months of 1954 than for the first six months of 1953. Total insurance in force as of June 30, 1954, was \$838,348,314.

Educators Get Stock Green Light

Educators Ins. Co., being organized at Los Angeles by teachers and other educators, has been granted a permit by the California department to sell and issue 50,000 shares of \$10 par value stock at a price of \$20 each, to net \$1 million.

NOW— An Even Lower Cost, More Flexible Mortgage Redemption Plan

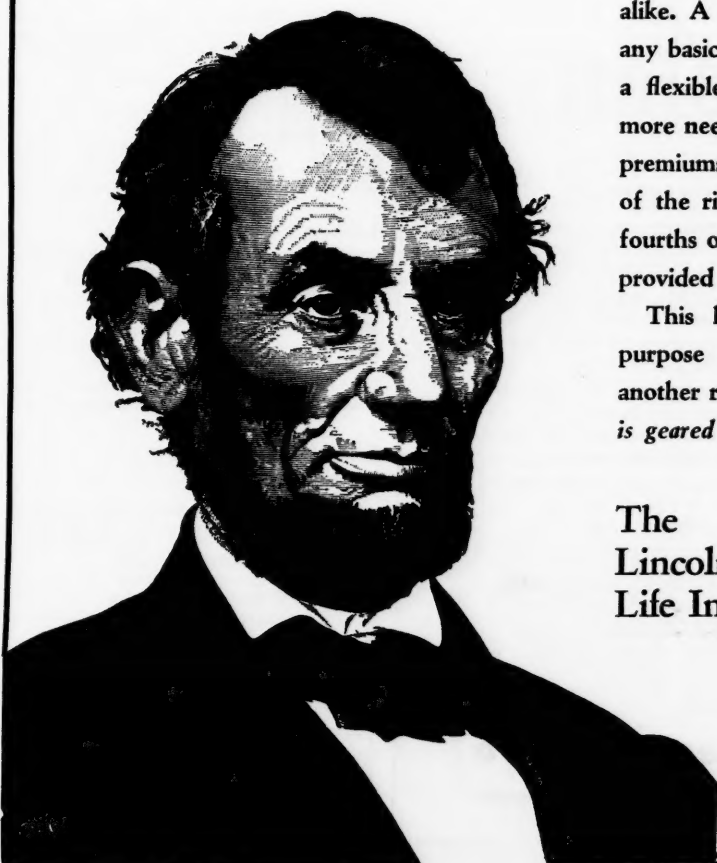
LNL's new Mortgage Redemption Plan offers many advantages to clients and agents alike. A rider that can be added to almost any basic contract, this new mortgage plan is a flexible package which can cover two or more needs. Its low cost is the result of level premiums which are payable for only 80% of the rider's protection period. And three-fourths of the plan's initial protection can be provided by the low-cost rider.

This highly flexible, low cost, multiple purpose Mortgage Redemption package is another reason for our proud claim that LNL is geared to help its field men.

The
Lincoln National
Life Insurance Company

Fort Wayne, Indiana

*Its Name Indicates
Its Character*



N. Y. Department Health Plan Report Highlights Cited

(CONTINUED FROM PAGE 9)

and there is a pension fund for doctors in the plan. The capitation fee Dec. 31, 1952, was \$23.04 per insured per year plus auxiliary medical care, legal reserve requirements and administration costs, which brought it up to \$29.76 as the basic subscriber rate. The base premium rate in 1950 was, for one, \$34.56 a year, for two \$69.12, and for three or more, \$103.68. This was increased Oct. 1, 1953, to \$42.72, \$85.44 and \$128.16.

The medical groups are required to carry at their own expense, and in the form and in the amounts prescribed by HIP, insurance coverage for malpractice liability, limits 25/50; employers liability; workmen's compensation, fire and contingent liability—to protect the interests of the group, its members and HIP.

The groups have had difficulty getting coverage so they have relied on the individual policies of member physicians. The insurance department recommends that HIP enforce its contract with doctors in this respect. The HIP comptroller advised the examiner that he was in the process of trying to get each group to maintain a single insurance policy for each kind of coverage. The examiner urged that HIP immediately review coverages and enforce the

agreement.

HIP's agreement with its president is a contract for five years at a stipulated salary after which he will be retained five years as a consultant. The agreement provides that in case of his death his wife or daughter will be paid a portion of his salary.

The examiner questioned the propriety of a non-profit organization like HIP entering a contract of this sort, especially because of its pension feature.

The expenses of HIP, according to the examination report, for solicitation and other management activities in the three years 1950-52 were between 10 and 20% of income from subscribers, the limit set by law.

HIP has a research program, to study and record family experience under prepaid medical care compared with experience of families not covered by HIP. The plan has outside aid in this project, which will cost about \$310,000 and which will be completed by the end of this year.

The mean enrollment of HIP in 1951 was 271,727. That year there were 1,306,221 physicians' services, 52.9% by general physicians serving as family doctors, the rest by specialists. Of the services 76.4% or 997,397 were performed in medical centers or in the offices of physicians; 12.2% or 159,987 were home calls; 11.4% or 148,817 were hospital visits, and 20 were emergency

Canada H. & A. Adopts New Mobile Sales Unit

Canada Health & Accident has adopted a plan to sell insurance from a mobile station wagon and trailer unit traveling in Canada. The unit will service areas not now covered by an established agency.

About 18 employees will travel with the unit, preceded by advance publicity and advertising so residents in the area visited will be aware of the unit's arrival. The trailer contains a public address system.

Canada H. & A. hopes to further the project in the U. S. and indicated it would lower selling resistance and aid cold canvassing.

100 Attend L.A. Seminar

A three-day seminar attended by about 100 agents was conducted by Beneficial Standard Life at Los Angeles, with John P. Furedy, vice-president, and Art Lewis, assistant director of agencies, in charge. The theme was re-selling techniques, with stress on problem fixing and closing.

Speaker at the closing luncheon, which wives attended, was the Rev. Robert Richards, Olympic pole-vaulting champion.

calls at other places. There were 3,649 child deliveries, 4,276 major operations, 30,638 minor operations (5,586 performed in hospitals), and there were 43,463 physical examinations for preventive purposes, 16.5 per enrolled years.

Peoples Life, D. C., Makes Home Office Appointments

Peoples Life of Washington, D. C., has promoted Ernest L. Hogan, division superintendent of agents in the home office since 1947, to superintendent of agents; Riley B. Carter, division superintendent of agents since 1947, to director of training, and L. Wolcott Camp, home office sales promotion manager since 1948, to agency secretary.

Mr. Hogan joined the company in 1935 at Beckley, W. Va., becoming assistant manager at Bristol, Va., in 1937 and manager there in 1941. He is a former vice-president of Virginia Assn. of Life Underwriters.

Mr. Carter went with the company in 1932 at Bluefield, W. Va., and was promoted to assistant manager in 1935. He was appointed manager at Bristol in 1937 and manager at Roanoke in 1941. He is a past president of Roanoke Assn. of Life Underwriters.

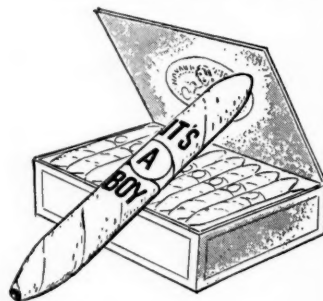
Mr. Camp, with the company since 1938, when he was appointed at Washington, was promoted to assistant manager in 1940, district ordinary supervisor in 1941 and ordinary field supervisor in the home office in 1946.

James W. Neal has been named supervising general agent by American Bankers Life for the Greensboro, N. C., area, with offices in the Guilford building. He was formerly with Jefferson Standard Life in Greensboro.

● Savings Mutual Life has moved its home office from Dallas to Clarksville, Tex.

when you
see
this sign....

It's time to talk



He's middle age. He's the proud father of a new baby boy. He's ready to listen to MASTERPLAN.

He wants to build an immediate estate for Billy, who is just three weeks old. To provide for his future Dad buys a policy with a face value of \$10,000. The annual premium is \$222.70. At 16 Billy can have a paid-up insurance estate with no further deposits. Or, if Dad wishes to continue with deposits to the end of twenty years he can then withdraw \$2,000 to help with Billy's education without reducing the \$10,000 insurance estate. Or, if the Cash Savings are not withdrawn then Billy can continue deposits and further increase his estate. This will provide valuable protection when Billy gets married... build greater security for a later age for both his wife and himself. At age 65 Billy will have an imposing profit of \$19,213.90... plus all of his Dad's deposits.

Extraordinary case?... NO! Exceptional benefits?... YES! And these are just a few of the many unique features in MASTERPLAN—A Complete Insurance Program wrapped-up in one simple, easy to sell package.

For further information, write
Frank Vesser, Vice President.

General American Life

one of the nation's leading mutual legal reserve companies

ST. LOUIS, MO.

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ASSOCIATE
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THE BOURSE

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Insurers Win Nearly All Objectives in New Tax Bill

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another for a number of years. It will result in greater tax equity for holders of annuities than they have previously had. Hereafter, an amount of annuity income equal to the total paid for an annuity divided by the life expectancy of the annuitant will be excluded from income taxes each year as long as the annuitant lives.

Heretofore, the proceeds of an insurance contract transferred for a valuable consideration, as in the case of a partnership arrangement, minus the actual value of the consideration and premiums paid by the person getting the contract, have been taxable. The new law makes the proceeds of such insurance policies completely tax-free when the transfer of policies takes place for valid business reasons.

Elimination of the premium payment test will end the present estate tax discrimination against owners of life insurance under which life insurance proceeds are included in the estate of one who has paid the premiums, even if he had given up all benefits of the policy. Under the new law, the insurance will be subject to estate tax only for the time before his death the owner had retained the right to enjoy the proceeds or designate who should obtain them.

Employees under group annuities set up as qualified pension plans without trustees will have the same capital gains tax rights in lump-sum distributions that employees under trustee plans now have, instead of receiving different income tax treatment as heretofore.

Under the new law, no tax will result from the exchange by a policyholder of various types of policies except the exchange of an endowment policy for an ordinary life policy or of an endowment policy for another endowment with a different maturity date. This change in the law is a recognition of the need for tax-free rearrangement of insurance policyholdings in the later years of the life of an insured person.

Heretofore, a pre-existing agreement between employer and employee had to exist if death benefits paid by the employer were to be tax exempt. Un-

der the new law, existence of these agreements is no longer necessary. However, the \$5,000 maximum exemption applies to the total of benefits paid by all employers in cases where the employee had more than one employer.

For some years tax authorities have voiced objection to the exemption from income taxes of interest income from life insurance proceeds paid in installments. To meet these objections, a provision was included in the tax revision bill to subject the interest element in life insurance installment payments in excess of \$1,000 interest income a year for a widow to income taxes. Lump-sum payments of insurance will continue to remain tax free as will the annual portion of the installment payments which represent the principal sum payable under the policy. Only the interest accruing after the death of the policyholder will be taxable.

Pending consideration by a special subcommittee of the House ways and means committee of a new method and formulas for taxing life companies, and possible enactment of a new law during the next session of Congress, the general tax revision measure contains a provision enacting for one year the present 6½% tax levied on the investment earnings of life insurance companies.

The ALC and LIA pointed out that the omnibus tax revision bill will probably result in a surge of activity in the tax field because new regulations and rulings will have to be written to cover all the changes which have been made. Any recommendations made by the life insurance associations which were not enacted in the tax revision bill may later become effective as law through regulations, and all regulations will be subject to individual rulings by the internal revenue service.

California-Western States Makes Two Appointments

California-Western States Life has made two personnel changes in the Los Angeles territory. J. Edgar Nelson is now manager of the central agency there. He had been with American National.

Edsel P. Yarling, who had been with Mutual Life of New York at Los Angeles, has been made assistant manager there.

Trains 15 for Group Posts

Fifteen recent college graduates are attending a month-long special group course at the Pacific Mutual Life home office. On completion they will be given field assignments as home office group representatives.

Rogers Colonial General Agent

Colonial Life has appointed William J. Rogers general agent at Hackensack, N. J. The John C. Conklin agency there will continue to represent Colonial as agent. Mr. Rogers started in insurance in 1951 with Prudential and has been assistant manager for that company three years.

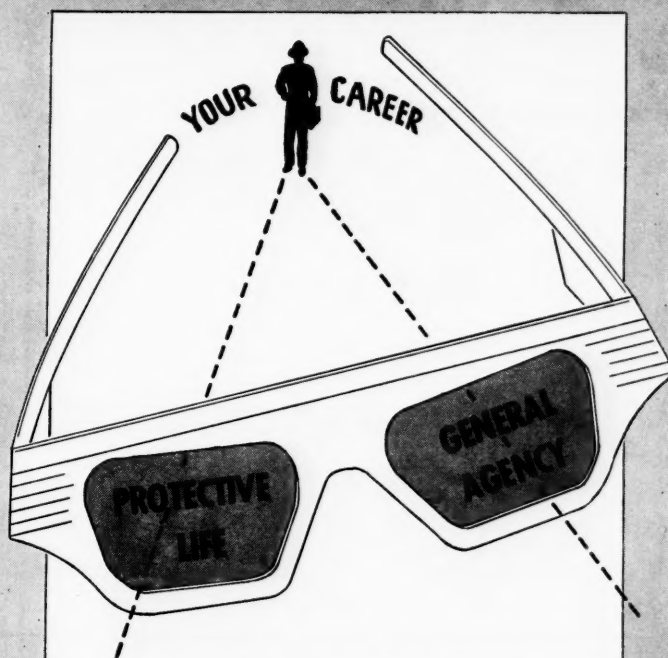
Plan New Missouri Insurer

Protective Life has been organized at Jefferson City, Mo., with 25,000 authorized shares of \$1 par value stock. Incorporators are J. J. Wallendorf, W. B. Wallendorf, D. W. Wren and J. G. Wren.

Aetna Extends Substandard

Aetna Life has extended its substandard coverages to include 10-year term plans.

ADD EXTRA DIMENSIONS TO YOUR CAREER WITH THESE...



If you are ready for a 3-D Career—ready to be your own boss and put your original ideas and personal initiative to work for you . . . investigate now the many extra dimensions for growth, service, and increased earnings that a Protective Life General Agent enjoys.

PROTECTIVE LIFE OFFERS:

- A flexible top-commission General Agent's contract which allows you to utilize all of your managerial and production abilities.
- Continuous supervision and advanced field training to all new agents you bring into the business.
- Effective visual presentation material on a variety of policy contracts which spurs new agents into immediate production.
- A prestige-building advertising and promotion program tailored to fit any situation.

GENERAL AGENCY OPENINGS THROUGHOUT THE SOUTHEAST

For complete information Write to
Charles B. Barksdale, Agency Vice-President

PROTECTIVE LIFE

William J. Rushton
President

Serving the South
Since 1907



Insurance Company

PROTECTIVE LIFE BUILDING
BIRMINGHAM, ALABAMA

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A PENSION PLAN SALESMAN

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Requirements

Knowledge of the Pension business and sales or service experience in either Life Insurance or Pension Planning.

Excellent opportunity for the right man.

Interview or correspondence will be held in strict confidence.

Write, giving qualifications, to Retirement Plans, Inc. 239 Hanna Building, Cleveland, Ohio.

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PLUS: One of the most advanced agents training programs in the nation . . . Supervised offices . . . Trained Group men to assist agents . . . An alert Underwriting and home office staff . . . Top commissions.

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

Theo. P. Beasley, President

Home Office, Dallas

OUTSTANDING POLICY CONTRACTS The Door Opener

Knowing the importance to the agent, particularly the new man, of gaining a foothold in the family, The Friendly Company has presented The Family Plan policy, an unusual policy granting every benefit on either the Twenty Payment Life or Ordinary plan, to the members of the family in one policy.

Another unsurpassed benefit presented by Peoples Life to her agents is the Adult Payor Insurance Benefit.

Interested in a lifetime connection with a company ever mindful of the needs of her field men? Contact Peoples Life. You will find it pays to be friendly with



PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"
Frankfort, Indiana

Introduce Bill to Give

U. S. Employees Group A&H

(CONTINUED FROM PAGE 1)

and desires, at a cost not less favorable than that available to comparable groups in private employment. The agency could, if considered desirable, place all its employees in a single group or combine two or more groups into a single group for the purpose of obtaining certain types, amounts or ranges of benefits.

While not stated in the bill, two or more agencies, with respect to groups of federal employees within their respective agencies stationed in the same locality or otherwise capable of acting together, could combine in the selection of an insurer or a plan.

Agencies would negotiate with insurers to select the best of the different types of benefits and rates available. The plans made available to employees and their dependents would be required to include, singly or in combination, hospital care, surgical care, and in-hospital medical care, and reimbursement for major medical expenses not otherwise covered, or, as an alternative for one or more of these, a group practice prepayment plan offering a range of services and covering a range of illnesses or conditions which will be reasonably comprehensive. Any employee not desiring to enroll in one of the plans selected for the group may nevertheless, on an individual basis, enroll in a group practice prepayment plan which meets minimum requirements, in which event he would be entitled to the withholding and contribution privileges established by the bill.

Each agency would, from its regular appropriations, contribute, as the gov-

ernment's share of the premium cost either one-half of such premium or \$1 biweekly (or a corresponding amount per payroll period), whichever is less. It is estimated that the cost to the government is \$60 million per year.

In addition, there would be deducted from each enrolled employee's pay, as his share of the cost of providing such benefits, the amount of the total premium for such employee and his enrolled dependents less the government's contribution.

An advisory council on group health insurance would be established to review the operations of the program and advise the commission on matters of policy. It would be composed of the Secretary of Health, Education and Welfare as chairman, the Secretary of Labor and the director of the bureau of the budget or their designees.

The chairman of the commission would also have the advice and counsel of employee representatives. He would appoint a committee of between five and 11 employees representative of all employees, including those affiliated with employee organizations and those unaffiliated with any such organization. Wherever feasible, similar advisory committees would be appointed by the head of each agency at the national and local levels to secure employee participation in such matters as determining groups, types and ranges of benefits, insurer selection and in the disposal of policy dividends or premium refunds.

• The Ben Simon agency, Norfolk, Va., celebrated its 20th anniversary with Lincoln National Life with a meeting and banquet. Walter O. Menge, president; Cecil F. Cross, vice-president and director of agencies, and A. H. Hammond, superintendent of agencies, attended from the home office.

WANT ADS

Rates—\$18 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

OPPORTUNITY Group Sales Supervisor

A well established and growing Group Department of one of the nation's most progressive insurance companies is looking for the right man to fill an important position as Group Sales Supervisor for North Carolina and Virginia. Compensation will be by salary and an incentive bonus plan, thus assuring an adequate income and opportunity for advancement. Write giving qualifications and experience to A-9, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

SUPERVISOR WANTED

Established Life agency in Los Angeles needs Supervisor. Preference given to young man desiring training for own General Agency. Starting salary \$4,800.00 plus bonus. Earnings should exceed \$7,500.00 per year. Address A-34, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

LIFE INSURANCE UNDERWRITER (Risk Selector)

Large Mail Order House entering Direct Mail Life Insurance needs risk selector. Young man with some insurance experience. Will train. Chance to get in on a ground floor. The National Bellas Hess Life Insurance Company, 715 Armour Road, North Kansas City 16, Missouri.

ACTUARY UNDER AGE 30

Excellent opportunity for Fellow or Associate with rapidly growing medium sized eastern Life Insurance Company writing Ordinary, Group and Accident & Health. Write giving full particulars to Box A-18, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

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Companion Life Marks 5th Birthday. V. J. Skutt Honored

NEW YORK—President V. J. Skutt was honored at the fifth anniversary banquet of Companion Life of New York. He was presented a gold wrist watch by Arthur M. Holtzman, general agent at Rochester, N. Y.

Agents who qualified by their production during a nine-month period attended the banquet and each received a gold money clip inscribed with the date and occasion.

Mr. Skutt, who is also president of Mutual Benefit H.&A. announced that on July 19, the end of Companion's

ing reducing term premium plans from "current commuted value" to "average level amount" last January, the change had the effect of reducing the company's in-force total at the first of the year from about \$671 million to \$593,804,312. He said the average level amount will be used as a basis for all future reports.

Name Coulter G. A. for Washington Nat'l

Marion Coulter, San Antonio associate general agent of Lincoln National Life, has resigned to become a general agent for Washington National Life in the ordinary department in San Antonio with offices at 618 Majestic building.

Southern Methodist Institute Sets Course

The basic class for Southern Methodist Institute will run this year from Sept. 13 to Oct. 5, with the same number of class hours as the former five-week class. While the basic class is primarily for first year men, nearly half of each class is composed of men with up to 10 years experience. The course includes a sales talk, fundamentals of rate book, prospecting, property, speech, options, social security and simple programming.

The faculty is composed of A. R. Jaqua, C. E. Gaines, C. R. Darling, H. R. Elbert, and Dr. Harold Weiss, speech instructor. There will also be outstanding guest speakers. Enrollment is now open and the first class in the fall is usually filled at least two weeks in advance of the opening. Tuition is \$150.

The next induction class will be Sept. 20-24; next senior class Oct. 18-Nov. 12; tax seminar Oct. 14-16; TLRT tax seminar, Dec. 6-10, and the next basic course Jan. 10-Feb. 4.

Union Central Life Is Now Completely Mutual

Mutualization of Union Central Life has been completed, according to W. Howard Cox, president. All of the shares of stock of the company, which was organized in 1867, have been turned in and cancelled and the corporation now is completely mutual, Mr. Cox said.

National, Vt., Raises Preble to Assistant Actuary

William J. Preble has been elected assistant actuary of National Life of Vermont. Mr. Preble, who has been an underwriter in the selection department since 1952, came with the company from Acacia Mutual, where he had been in the actuarial department. He is a fellow of Society of Actuaries.

To Appeal "Dead" Policyholder Decision

New York Life has posted a \$250 appeal bond in its suit to recover \$30,000 paid to heirs of Thomas C. Buntin, whom the Tennessee Supreme Court declared legally dead in 1942 but who was recently discovered living in Texas. The trial court decision went against the company.

Dallas Assn. Wins State Award

For the seventh time Dallas Assn. of Life Underwriters has won the Efficiency Award Cup of the state association, given annually to the outstanding association in the state for work done during the year to promote civic, social, business and other enterprises of the organization. The award was founded in 1939 by O. Sam Cummings, state agent for Kansas City Life, and was presented for the first time to the Fort Worth Assn.



W. F. Martineau



V. J. Skutt

fifth year, the company had \$31,293,290 of ordinary in force and \$53,138,000 of group. Production for July was more than double July, 1953, and the company showed a substantial increase for the first seven months.

Mr. Skutt, incidentally, holds Companion's first policy.

Executive Vice-President Walter F. Martineau introduced the toastmaster, Moses Hubbard, well known insurance lawyer of Utica, N. Y. Other speakers included Robert Considine, who broadcasts for Mutual Benefit H.&A., Deputy Insurance Superintendent Straub of New York and Julius Sackman, chief of the department's life bureau.

Thomas J. Cianciolo, Utica, president of the Companion club by reason of his 1953 production received a bronze plaque signaling his production leadership of the company for 1953. In addition to the speeches there was a program of professional entertainment.

Equitable, Iowa Has Record 7 Months

Equitable Life of Iowa recorded the largest July and the largest first seven months in its 87-year history, it was reported by Ray E. Fuller, agency vice president.

New paid production of life insurance during July totaled \$11,245,461, representing a 5.1% gain over the corresponding month in 1953. New life insurance paid for during the first seven months amounted to \$75,239,901. Life insurance in force increased to a new high of \$1,338,582,264 at the end of July.

The R. L. Boyd Kokomo agency led all agencies throughout the country.

Farm Bureau Life Sets New Record

Reporting on the financial status at mid year of the Farm Bureau Companies, Murray D. Lincoln, president, said Farm Bureau Life set a new record.

Net premiums written were \$7,700,000; net new business during the first six months was \$77,300,000, raising the company's total in force to \$655 million. Mr. Lincoln stated that when the company changed its basis for report-

**ATTRACTIVE
ADDITION**
for your **KIT**

GUARDIAN'S NEW

*Preferred Risk 60
with Endowment Option*

A preferred risk policy, life paid up at age 60—with the option, at age 60, of continuing premium payments to MATURE THE POLICY AS AN ENDOWMENT!

Minimum Amount Issued — \$10,000

General Insurance Brokers are invited to call the nearest GUARDIAN office for full details.



The **GUARDIAN**
Life Insurance Company **OF AMERICA**
FIFTY UNION SQUARE NEW YORK 3, N. Y.

IS YOUR INSURANCE PRODUCING? PRODUCERS LIFE INSURANCE COMPANY

An Old Line Legal Reserve Insurance Company
MESA, ARIZONA

1. From sixth in size to second in Arizona in two years.
2. Over 24 million in force after two years in Arizona alone.
3. Assets increased from \$150,000 to over \$800,000 in two years.
4. Rapid growth attributable to:
 - (a) Liberal contracts,
 - (b) Special policies and sales material,
 - (c) Competitive rates on all plans.

Now expanding throughout the West.

We invite inquiries about our DISTRICT MANAGERS CONTRACT which provides:

1. Excellent commissions,
2. A substantial interest in a rapidly growing Insurance Company which is already paying dividends to stockholders.

Write to William A. Parr, Agency Director, Producers Life Insurance Company, 809 W. Main Street, Mesa, Arizona.



Gravengaard Gives Business Insurance Sales Suggestions

"Key man insurance is a very hot market today in the business insurance field, and is being sold in all amounts to every type of business organization," H. P. Gravengaard, vice-president of the National Underwriter Co. and editor of The Diamond Life Bulletins, told 75 agents attending the annual life underwriting school at Storrs, Connecticut, co-sponsored by Connecticut Assn. of Life Underwriters and University of Connecticut School of Business Administration.

Mr. Gravengaard was the lecturer for the school's final session, and covered the four phases of business insurance. Following is a brief outline of his talk on "Ideas That Sell Key Man Insurance."

1. It provides cash at death to offset loss of key man—cash at an unpredictable future date—when needed most.

A. Death proceeds are free from federal income tax.

B. Death proceeds increase company's net worth, and value of company's stock, but do not increase the value of deceased's stock for estate tax purposes, if proceeds represent his real value to the company.

2. Its cash values are, during the key man's life, a yearly increasing surplus reserve.

A. Cash values are guaranteed assets of the company—apart from all other assets.

B. The annual increase in cash values is free from federal income tax.

3. It strengthens the credit of the company.

A. The company's suppliers are more inclined to extend credit.

Banks are more inclined to extend credit for expansion, emergencies, experiments, etc.

4. It has valuable collateral uses:

A. Cash values may provide or supplement a retirement income for key man.

B. Proceeds at death may be used to finance the continuance of a key man's salary to his widow, or other beneficiary, for a reasonable period of time—such payments are a deductible business expense; and the first \$5,000 of payments are tax-exempt income to beneficiary. [IRC, Section 101 (b)]

C. Proceeds may be used to redeem deceased's corporate stock; or to buy enough (only) of it to raise the cash needed to pay death taxes and funeral and administration expenses—without income-tax liability to deceased's estate, provided the company's stock constitutes over 35% of his gross estate or 50% of taxable (net) estate. The value of stock of two or more corporations may be used to meet either of these percentages if the deceased owned over 75% of the value of all stock of each. [IRC, Section 303]

D. Could be sold to key man for cash values, salary increased to pay premiums. Tie key man closer to company. No income tax on death proceeds as transfer for valuable consideration (to insured). Meanwhile company benefits—everybody happy!

5. It underwrites the future job and financial security of management and employees. Nothing so tragic as loss of job after 40.

• Frederick I. Smith, Manhattan Life general agent in Chicago, led the company's agencies of less than three years old in paid volume and premium in the first six months of 1954.

Life Stock Prices up for Past Month

All of the 19 most actively traded stocks whose figures are compiled by Shelby Cullom Davis & Co., New York City insurance stock and municipal bond specialists showed increases, many of them substantial, during the last month. Below are the bid and asked prices as of Aug. 4, together with the increases in the "asked" price since June 30, the latest date for which The NATIONAL UNDERWRITER printed these stock figures.

	Bid	Asked	Changes
Aetna Life	153	154½	16
Colonial	87	91	3
Columbian-National	90	92	5
Conn. General	378	383	42
Continental Assur.	162	166	24
Franklin	75¼	76½	10
Great Southern	66	69	6¾
Gulf Life	29½	30	4¾
Jefferson Std.	75½	77	7¾
Kansas City Life	910	930	25
Life & Casualty	29¾	30¼	2¼
Life of Virginia	96	97½	11
Lincoln National	315	320	35
Monumental	77	80	9
Natl. L. & A.	71¼	72½	11¼
Northwestern National ..	54½	55	11
Southland Life	143	146	11
Southwestern Life	126	129	17½
Traveler's	1510	1520	290

E. H. Melvin to Berkshire

Berkshire Life has appointed Edward H. Melvin as general agent at White Plains, N. Y. He has had almost 25 years experience in all phases of the life business, mainly with Connecticut General and as an agent, assistant manager and district manager for Equitable Society in White Plains and Stamford. He is a past president of the Stamford Life Underwriters' Assn. and is an army veteran.



Edward H. Melvin

Christenson Joins Beneficial Standard

Wendell Christenson has been appointed general agent for Beneficial Standard Life in the San Francisco and Bay area, with offices at 256 Montgomery street, San Francisco. For 11 years, Mr. Christenson has been manager for Occidental Life of California in San Francisco.



Wendell Christenson

Michigan Life to Build

Plans are completed for a new \$1 million home office building of Michigan Life to be erected on Woodward avenue south of 13 Mile Road in Royal Oak, Mich. The modern four-story structure, with a light limestone exterior, will be situated in the center of a three-acre plot surrounded by three paved parking areas. The building on which construction is scheduled to begin early this fall, will contain approximately 43,000 square feet of office space and will be completely air-conditioned.

JAMES FRANKLIN THOMPSON, 79, organizer and for 30 years president of the former Gate City Life, died at Greensboro, N. C. He organized the company in 1908. He retired in 1938 after selling his interest to Jefferson Standard.

Late News Bulletins . . .

Guardian to Pay Settlement Dividends

Guardian Life has adopted a system of settlement dividends on life and endowment policies terminating after premiums have been paid for 15 years or more. A settlement dividend will be payable on death claims as well as on matured endowments and surrenders. Policies changing from premium-paying to paid-up life, endowment or extended term insurance will receive the settlement dividend when premiums stop instead of having payment deferred until the policyholder's death or until the policy matures or expires. Settlement dividends, which will be effective in 1955, will be related to the regular dividend due on the policy during that year and will be determined by multiplying the regular dividend by a factor based on the plan of insurance, issue age and duration.

N. Y. Life Man Critically Burned by Jet Crash

NEW YORK—Frank Snyder, 44, assistant contract registrar of New York Life, "passed the major crisis" and was expected to recover despite third-degree burns suffered when an army jet plane crashed and exploded in the street in front of his Long Island home. Mr. Snyder's four-year-old daughter, Geraldine, was shielded by her father and suffered only slight burns. The pilot was killed. Mr. Snyder was the only person seriously injured.

Hearings on Life Company Tax to Open Dec. 13

WASHINGTON—The ways and means committee has set Dec. 13 as the opening date for hearings to be held on the proposed new life company income-tax formula proposed by American Life Convention and Life Insurance Assn. of America, also any other formula proposals, such as have been advanced by Acacia Mutual, National Life of Vermont, Missouri Ins. Co., and Life & Casualty. Any new formula adopted would apply at the earliest for the tax year 1955, since the 6½% stop-gap basis was extended in the recently enacted revenue bill to include 1954. Curtis J. Missouri, chairman of the special subcommittee studying the taxation of life companies, said his group hopes to be able to reach a decision in time to introduce legislation when the next session of Congress opens.

Aetna Life Increases Premium Discount

Aetna Life has increased the rate of interest used in discounting premiums paid in advance from 2% to 2½%, effective Aug. 1.

Guarantee Reserve, Colo., Sells Its Industrial

Rio Grande National Life has acquired all the Industrial Life and A & H business of Guarantee Reserve Life of Ft. Collins, Colo.

On Jan. 1, 1954, Guarantee Reserve had \$21,376,000 of industrial in force and Rio Grande had \$61,533,000. Premium income on business purchased from Guarantee Reserve Life amounted to \$1,513,000 in 1953. Acquisition of this additional business will expand Rio Grande National from operations in Texas alone to Wyoming, Colorado, New Mexico and Arizona.

Guarantee reserve will retain all of its ordinary and paid-up life insurance business.

Rio Grande National Life began business in 1929 as a legal reserve stock life company. Since then life insurance in force has grown to \$89,877,000 and assets have risen to \$8,960,000 as of Dec. 31, 1953.

Kidder, Peabody & Co. negotiated the sale.

Dorfman Cited for Contempt of Congress

WASHINGTON—The House voted to cite for contempt of Congress Allen Dorfman, who operates the Union Insurance agency of Chicago, and his father, Paul Dorfman, head of the Chicago Waste Handlers union, for refusing to answer some of the questions put to them by a congressional subcommittee investigating union welfare funds at Detroit last November.

Athletics Troubles not Conn. General's

Current financial difficulties of the Philadelphia Athletics baseball team will not affect the soundness of the three-year-old mortgage which Connecticut General Life holds on the team's ball-park. The mortgage is on the property itself, which is worth far more than enough to cover the insurance company's mortgage, whether the land is used as a ball-park or for any of a number of other purposes for which it is suited.

A&H Bureau Meets Sept. 13-15 at Colo. Springs

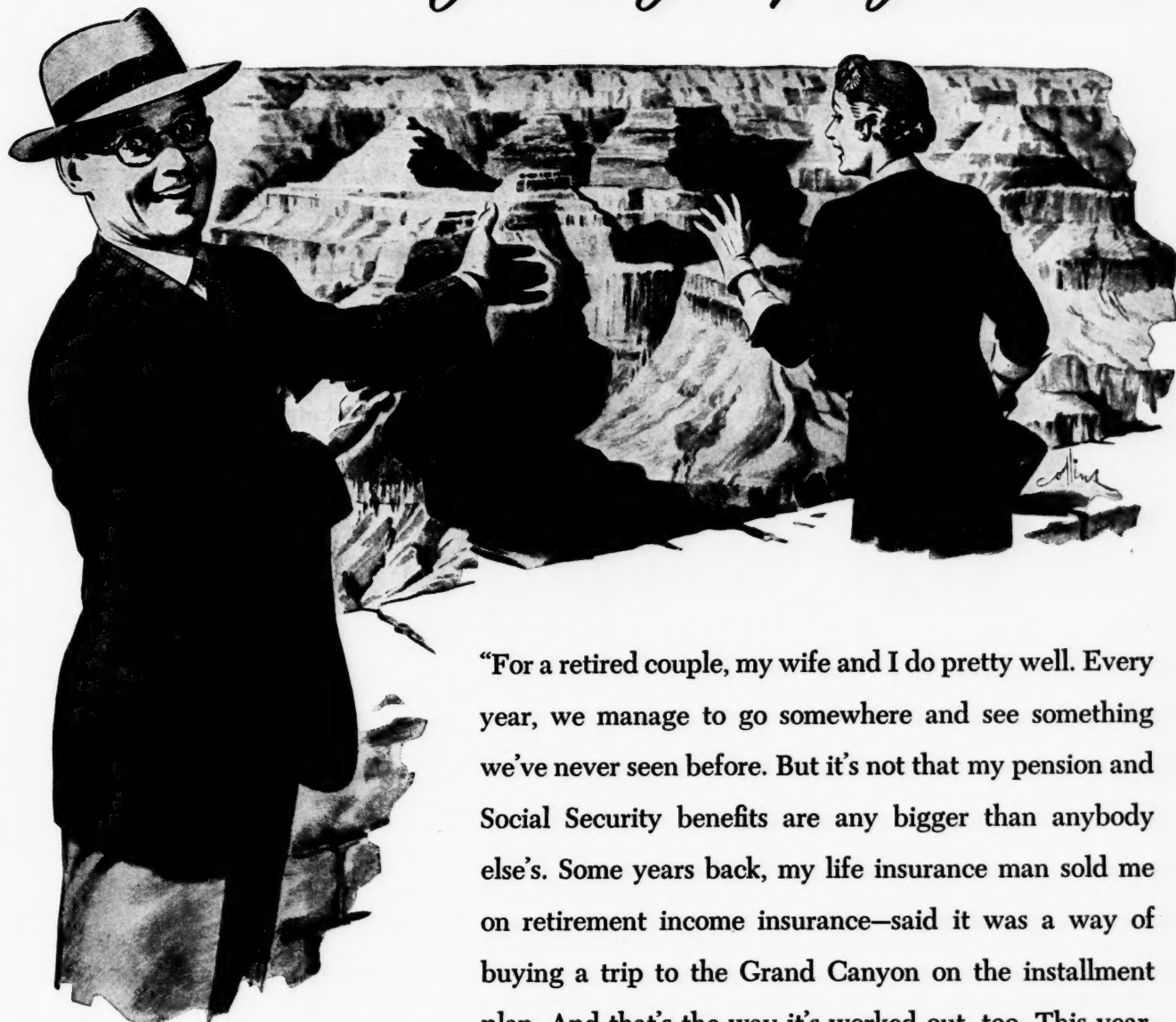
NEW YORK—Bureau of A&H Underwriters will hold its annual meeting this year at the Broadmoor, Colorado Springs, Sept. 13-15. Harry L. Graham, Bankers Life of Iowa, is program chairman and will list the lineup of events shortly. Besides business sessions there will be several scenic tours, a reception, and a golf tournament.

Hilton, Equitable in \$18.3 Million Shamrock Deal

Conrad Hilton, Sr., hotel chain owner, and Equitable Society, holder of the multi-figured mortgage on the Glenn McCarthy Shamrock hotel in Houston have confirmed that the hotel will be taken over in less than two weeks by the Hilton chain.

Equitable Society took over the Shamrock from oil man Glenn McCarthy in May, 1952, along with McCarthy Oil & Gas Corp. in settlement of a debt of some \$35 million owed Equitable by McCarthy. The oil man was retained as president of the Shamrock. It is understood that McCarthy will remain as president of the Shamrock under the new management. Only the negotiations for the Hilton chain to assume the \$18,300,000 mortgage on the Shamrock now held by Equitable need to be completed.

*"We bought the Grand Canyon
on easy budget payments!"*



"For a retired couple, my wife and I do pretty well. Every year, we manage to go somewhere and see something we've never seen before. But it's not that my pension and Social Security benefits are any bigger than anybody else's. Some years back, my life insurance man sold me on retirement income insurance—said it was a way of buying a trip to the Grand Canyon on the installment plan. And that's the way it's worked out, too. This year, thanks to those regular monthly checks, we're driving through the Southwest, and next year we're planning a tour of New England. Take it from me, you can buy the most wonderful sights in the world—through the miracle of retirement income insurance!"

By unfolding new horizons for later years, the life insurance salesman immeasurably increases the enjoyments of retirement—and, at the same time, performs a valued economic service to society.

ÆTNA LIFE INSURANCE COMPANY

HARTFORD 15



CONNECTICUT



3 NEW RECORDS SET BY RESERVE LIFE In First Half of 1954

Reserve Life has been setting records for 16 years! It continued its phenomenal pace during the first six months of 1954—setting records in assets, capital funds and cash benefits paid to policyholders.

Reserve Life, in the first half of 1954, increased assets more than \$2,000,000.00 to reach a total in excess of \$33,500,000.00. Capital funds were increased to more than

\$13,000,000.00. Reserve Life now has over \$165.00 in assets for each \$100.00 in liabilities. These funds, over and above legal reserves required by insurance laws, give extra protection to Reserve Life policyholders. In the past six months Reserve Life has paid out over \$10,500,000.00 in cash benefits to policyholders.

The solidity and strength of Reserve Life has been noted by many in the insurance field. It has grown every

year until it is now one of the largest companies in the nation selling hospital insurance to individuals and family groups. Sound value and good service to policyholders account for this rapid growth which is considered outstanding in the industry. Policyholders have confidence in Reserve Life and do not hesitate to recommend it to friends and neighbors. More than 2,000,000 Americans now enjoy Reserve Life protection.

RESERVE LIFE INSURANCE COMPANY of DALLAS, TEXAS

Statement of Condition as of June 30, 1954

ASSETS

Cash and U. S.	
Government Bonds	\$ 5,466,903.35
Other Bonds.	3,812,911.19
Stocks	5,939,009.58
First Mortgage Loans on Real Estate	12,108,830.99
Real Estate	3,441,892.01
Policy Loans and Premium Notes.	1,396,394.46
Life Premiums Due and Deferred	430,960.00
Investment Income Due and Accrued	193,412.00
Other Assets.	775,794.79
	<u>\$33,566,108.37</u>

LIABILITIES

Life Policy Reserves	\$ 9,746,255.48
Accident and Health Reserves.	5,595,021.07
Unpaid Claim Reserves	2,465,623.77
Accumulated and Unpaid Dividends to Policyholders	106,973.70
Taxes Due and Accrued	718,552.89
Other Reserves and Liabilities	1,662,334.17
Capital Funds:	
Capital Stock	\$ 1,000,000.00
Contingency Reserve	5,271,347.29
Unassigned Surplus	7,000,000.00
	<u>13,271,347.29</u>
	<u>\$33,566,108.37</u>



RESERVE LIFE INSURANCE COMPANY

An Old Line Legal Reserve Stock Company

Home Office: DALLAS, TEXAS - Regional Office: CINCINNATI, OHIO

OVER 2,000,000 AMERICANS ENJOY RESERVE LIFE PROTECTION